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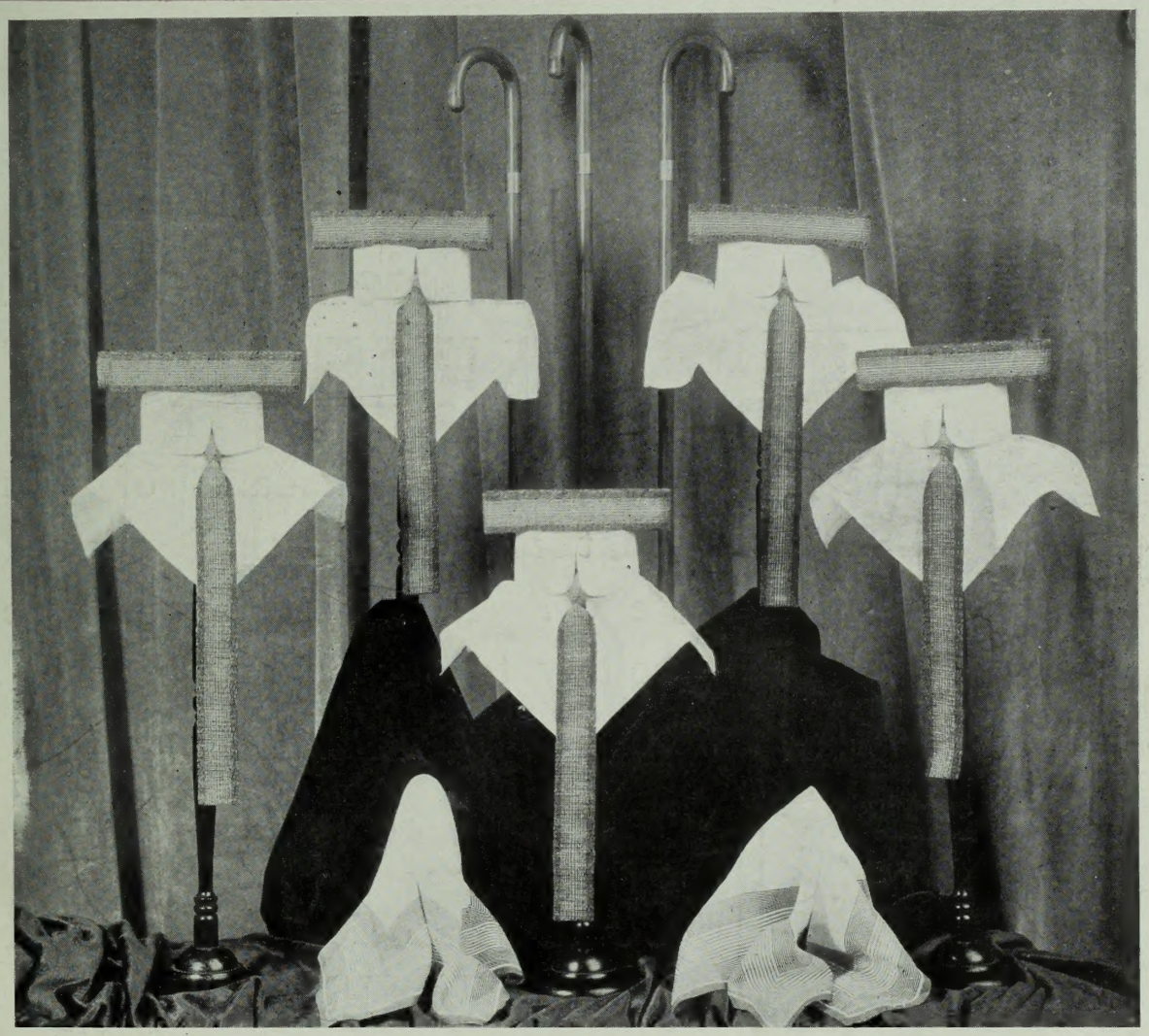
MEN'S WEAR REVIEW.



JANUARY, 1914

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

Kumfort Overshoes
Rubbers and Over-Stockings in One.
Easy to put on and take off. Fit well —Look well—Wear well. All sizes for women and children.
Buy them and protect yourself and family from winter ills.
Canadian Consolidated Rubber Co. Limited, Montre l.
All Dealers

These ADVERTISEMENTS

are appearing in thousands of daily newspapers in Canada during the winter months.

Kumfort Over-Shoes
Rubbers and Over-Stockings All in One.
Easy to put on and take off. Fit well—Look well—Wear well. All sizes for women and children.
Buy them and protect yourself and family from winter ills.
Canadian Consolidated Rubber Co. Limited, Montreal.
All Dealers

Have You A Sufficient Stock of KUMFORTS

to meet the demand of your customers for this popular seller? If not, send your order to-day to our nearest branch.

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Montreal

28 Branches Throughout Canada

MEN'S WEAR SECTION

When Prices are Cut Public are Not Informed

Unique Method of Men's Wear Store of Woodstock, Ont., Run by Moore & Doherty—Customers Will Appreciate Values Given—Oval Display Windows — Avoiding Suspicion of Having Two Prices.

IF you found a firm that showed a disposition not to let the public know they were selling goods at reduced prices when they were, would you say they were hiding their light under a bushel? Would you declare they were losing the main advantage in making that reduction?

There is not one store in a hundred, perhaps in a thousand, in Canada that follows the same procedure as Moore & Doherty, men's furnishers, of Woodstock, Ont., a city of between 10,000 and 11,000 population. These bright young men, trained in their business, and reaching after and securing a fine class of custom, have carried out such a policy for several years, and two circumstances are worthy of note:

1. Their business has developed to such an extent that within the past year they have extended their premises forty-two feet in the rear, and torn down an outer hallway in one side of their building and made it part of their store, the greater width permitting of the construction of two display windows in place of one.

2. They have no intentions of abandoning their present system.

Reducing Without Telling.

Let W. R. Doherty, one of the partners—who spent 15 years with George Robinson (who sold out a few years ago to Grafton & Co.), and has been in business with Mr. Moore for seven years—explain his system as he did recently to The Review.

"It is just this way: we don't like to give the idea of 'bargain sales' in our store. They are all right in their place, but we don't feel it strengthens our position to feature reduced prices even once or twice a year. Our theory is that the great majority of people who come into a men's wear store know pretty well the value of goods, and if we are selling a 'regular $3' line for $2 they will know that just about as well as we do, and give us all the more credit for not seeming to feel it is out of the way."

"Then how do you get rid of your odds and ends, say before stocktaking?"

"We mark down all goods that are slow in selling, or lines on which we are overstocked, and in the smaller goods display them prominently inside our store, probably, as now on tables; sweaters here; ties there, etc. Fifty-cent ties we may mark down to 25 cents, $5 sweaters to $4 or less, underwear, say 25 per cent. lower, and so forth. We do not placard them as reduced lines, but depend on the announcement of the lower prices in themselves inducing sales, and we find with our customers anyway that it does."

"Do you not display these lines in your windows?"

"We may, probably would, but not as offered at cut prices. We would not think, for instance, of marking in our window, '50-cent ties for 25 cents.' That would seem to cheapen the whole line of stock we carry."

Reduces Without Telling.

Mr. Doherty applies this rule in a rather interesting manner in another direction. He carries an extensive stock of ready-made clothing, as well as taking orders.

"How are reductions in your ready-made clothing worked?" The Review inquired.

"We mark down clothing but never say it is marked down. Take such a case as this: A man comes into the store and asks to see some suits and we show him a line marked $18,. for instance 'No, I don't want to go that high; something around $16 would be better,' he says. However, I've said that is an $18 coat, and so that is the best I can do on that particular one. But I go along the rack and see another perhaps marked $18, on which, if the season is pretty well advanced, I can sell below $18. So I pull it out and say, 'Here's a coat for $16.50'—the fifty cents being neither here nor there with him if he really wants that suit. If he takes it, all right; still he is not told he is getting an $18 coat for $16.50."

"But what about the price ticket? Won't that give you away?"

Curse of Two Prices.

"No, for the price ticket in our line of clothes is attached to the under side of the coat collar, in pencil, and not prominent even if a person happened to look at it. Once the coat is sold the ticket is removed. If the customer saw it marked $18 no great harm would be done, except that it might give the impression that we have two prices. That is not a question that bothers the big city stores, but in towns and smaller cities, especially a few years ago, it was a regular curse to business. 'This is marked so much,—but we'll give it to you for so-and-so.' Bad business that. In the case of the man who got an $18 coat for $16.50, he would recognize that we gave him good value, and, as always, we would be the gainers in the future."

This, then, is the application of the theory that it is best not to tell the customer that your price is a "marked down," "cut" or "reduced" one.

Bargain Sales Have a Place.

Mr. Doherty made it clear that he did not ignore the need for and benefit of "bargain sales," but he feels that in the men's furnishing business the reputation of a store that caters for a fairly fine class of trade suffers if there is a mixture of "bargain" or "reduced" and exclusive lines carried, even for a few weeks a year.

"Remember we are not after an extreme high class business, but what you would call a fairly good class, for we consider that the best paying in the end."

On Odd Prices in Men's Wear

In Ties, Hats, Collars, Hose and Sweater Coats Men Expect the Regular Line of Prices—Underwear May Be An Exception—Do Not Carry Coppers Like Women in Dry Goods Store.

SOME manufacturers in various lines, ties, underwear, sweater coats, etc., are urging on the retailers that it is both necessary and advisable that wholesale prices should be advanced slightly, 10, 15 or 25 cents per dozen for 50-cent lines, and that there be established in consequence 55, 60 or 65-cent selling prices, thereby enabling the retailer to obtain a larger profit as well as the maker.

"To me it seems impracticable. The public have not been educated up to those prices. Suppose a man came in and asked you about a tie and you said, 'That's 60 cents.' 'Sixty cents!' h'd say, and probably think you were overcharging him 10 cents, and go out without buying. It is quite true our margin of profit as it is is very small, too small. In underwear where we used to pay $4.25 for fleece-lined, we have to pay $4.75 and $4.80 now, and these we are selling here still for 50 cents, so you see there is no profit in that. In Toronto lots of stores charge 75 cents when ever they have to pay more than $4.25. Our schedule for 75-cent goods runs between $5.50 and $6.50 as cost price. But I'd sooner buy good goods at $4.50 and sell for 50 cents, than poorer ones at $4.25, selling at the same price.

Men's Coppers for Papers.

"I do not think the 98-cent dry goods price has any place in a men's wear store. Look at the different class of customers: men in one case, women in the other. Women carry coppers in their purse, for three-cent, seven-cent, thirteen and fifty-seven-cent articles: the only coppers men carry are in their hip pocket to buy a paper. 'Quarters' are their regular coin; we sell far more collars now at two for a quarter than we did at 20 cents a piece. We sell more socks at 25 cents a pair, and the range at 3-for-a-dollar than we would at 30 cents, and I know we could get a bigger profit at 30 cents than we do on the ones we sell at 25 or 35 cents. Same way with shirts. $1, $1.25, $1.50 and so on. Perhaps underwear is the only exception. I am not sure that we could not sell it at 60 cents or 90, and, indeed, many women buy it for their husbands or sons.

"No, we must all admit that men's goods are different from ladies; no odd prices for men."

On Stock and Stock-Taking

Good Variety, But No Heavy Stocking — Anything Out of Date is Struck Off As Dead Loss — Oval Show Windows Whose Display is Accounted Best Advertising.

IT has been mentioned that the firm of Moore & Doherty widened their store and created two windows instead of one. Mr. Doherty maintains that the character of the show windows is the greatest factor in the making or the undoing of a men's wear store.

This was why they chose rounded corners—with curved (oval) glass for their windows instead of the square corners. They did this partly because this, they thought, gave a more uninterrupted view of the windows from the street.

They chose it also because there were no other windows of the kind in Woodstock. Much care is spent on window dressing. In addition to the regular floor space there is a ledge farther up which is used to advantage. Not content with half a dozen 60-watt lights in each, four 250-watt reflectors have been added so that the effect at night is a perfectly lighted display.

"The best advertising a men's furnishing store has is its windows. They show the public the quality of the stock within," added Mr. Doherty. "We have tested our windows time and again and know the truth of this."

When The Review representative visited the store the partners were getting ready to take stock.

"We make it a rule to buy little and often and keep our stock clean. We keep good lines of men's wear and deal both in ready-to-wear and ordered clothing.

"In taking stock we do the reserve stock first and keep the small wear, ties, scarfs, collars, etc., to the end. We keep each line separate on our lists."

Keep Up Collars and Gloves.

"What principle do you follow in marking down?"

"In collars—unless they are odd lines that are out of date, we list them at full cost price. So with gloves which are staple lines. In sweater coats, if we are not pretty well sold out, we make liberal reductions. In underwear if they are staple lines we keep up pretty well to cost price. In shirts we cut, unless they are very good selling lines. But in shirts and ties, as was the case, this year, we generally keep pretty well cleaned out.

"Some stock we mark out entirely. That was so with some brown stiff hats several years ago which we had left over. They were considered valueless then, and we are keeping them yet, rather as souvenirs and valueless now as then. You must consider such goods as a loss some place, and the present is the safest for you to mark it down as a loss."

DIFFERENT TROUSERS

THERE are few neater, better-looking, smarter effects in day clothes than that given by the "different trousers" idea that is surely coming says Haberdasher. It has an unusually distinctive and pleasing air. The jacket and waistcoat must be utter black or blue or of a very dark Oxford. The jacket may be either single or double-breasted but must be straight in front. On the other hand trousers may be either checked or striped although it is believed checks will be short lived even though now most favored. The popularity of this garb is growing.

Two-Button Morning Coats.

In morning coats the two-button model is favored by the majority of well-dressed men in London. One tall young man noticed wearing one of these two-button coats had on a shirt of white with rose-colored stripes. His bow tie was unusually long and the pattern was new, consisting of oblong figures in white on an indigo ground.

Noisome and Nauseous Clothing Advertising and the Legitimate, Clean Cut

New York Advertising Expert writes For The Review.

Some New York Firms Try to Gull Public with "$60 Value for $12"—Others That Tower Above Sea of Corruption Like Beacon Light—A New Semi-Humorous Style.

By Walter A. Olsen

More Ingenuity Shown in Clothing Ads. Than in Any Other Line.

NEW YORK, Jan. 20 (Special).—The essence of all advertising, good "copy," has no wider field nor broader scope for practice than in the clothing advertising fraternity. Its gamut is almost infinite, and embraces from the very worst to the very best. More ingenuity is employed in writing up clothing ads. than any other. More ideas are created, more schemes evolved and more money expended in promoting the business in retail and wholesale clothing establishments than in any other industry.

Clothing advertisements offer more opportunities for the exercise of every faculty that tends to creation than any other source of inspiration. More styles are affected in effecting an individuality than there are in the clothing itself. In the New York newspapers during the seasons can be seen every angle and curve of the clothing game reflected by the advertisements. From the bizarre to the brief, from the artistic to the artificial, a veritable panorama of clever ideas and startling statements unfold themselves to the public view.

A Regular Avalanche.

The past six months have marked the highest point reached in money expenditures for retail clothing advertising. From an inconspicuous, timid, introduction by one assuming house, a regular avalanche has been hurled in our midst. And the momentum already attained is but a shrinking presage of what will soon follow.

More real, vital, forceful "copy" is injected into the clothing advertisements of to-day than was ever before apparent. A higher ideal and standard of illustrations is evident. Also the latter are far more profuse than ordinarily. In fact it would be safe to say that the clothing advertising of this country is far more advanced and consummate than is evident in any other industry. To this end then, it admits of more impositions and masterpieces in the name of "copy."

Deliberate Misstatement.

In strong contrast to this development is the present style of advertising effected by some of the retail clothiers in New York. By way of illustration we have recently witnessed glaring announcements which offered $60 suits for $12. On the face of it this soaring value (and still soaring) is a deliberate and reprehensible misstatement of facts.

The authors of this stigmatized style of advertising are misguided mortals, actuated solely by the greed for immediate money. They cannot, by all the laws of commerce and nature, thrive very long. One party to it boldly proclaims the fact that it has seven large stores to serve the public with this $60.00 clothing for $12.00. How long it will continue with this policy is measured entirely by the gullibility of the public. And all this in the face of the fact that we have a far-famed "Vigilantes Committee" in New York, which has for its purpose the suppression and obliteration of such kind of advertising. Judging from the atrocious statements these clothiers are permitted to print, this committee must be about as vigilant as a sleeping sentry on duty.

Nefarious Advertising.

If this nefarious style of advertising was the excrescence of one concern alone it could easily be wiped out. But a number of other retail clothiers, in the same city, sheep-like in texture, follow along like lambs being led to the slaughter. They apparently become possessed with the illusion that to make their advertising bring results they must make it a succession of inflated values. And so each retailer hurdles the other in announcing the value of his clothes as compared to the selling price. The initial value was $20.00 clothes for $14.00. Next the value increased overnight to $30.00. When last seen in the daily papers it had vaulted over $60.00, and still running strong.

Possibly if they keep up these same clothiers will be paying the public of New York money for buying their clothes from them.

Some Strong, Clean Copy.

In the other extreme we have the advertising of houses like Saks & Co., John Wanamaker, Smith, Gray & Co., and a host of others in New York. In turning the pages of the daily newspapers the announcements of the above concerns are as refreshing as an oasis in the desert, and as revivifying as a June bride. Strong, clean copy, forceful illustrations, in some instances a liberal but judicious employment of white space, they mark the antithesis of the style of

Advertising Orgies and Their Antidotes

1. Value started at $20; increased over-night to $30; when last seen it had vaulted over $60, and still running strong—with selling price $12! Deliberate and reprehensible misstatement.

2. Strong, clean copy, and truthful, like Saks, Wanamaker's, etc., totally divorcing old flamboyant style. Campaign recently inaugurated of short, chatty, breezy and crisp talks.

3. New and entertaining style of short, flashy ads. converging to semi-humorous, but truthful.

Smith Gray & Co.
Fine Suits and Overcoats Cut to Sure Selling Prices
Into this great lot we have assembled all of the regular season's popular priced suits and overcoats. The former Smith Gray & Co. prices were $18.00 to $15.00.
Lot No. 1
$12.00
which means that the actual value of these suits and overcoats, based on a comparison with similar garments sold by other retailers, is from $25.00 to $20.00.
Lot No. 2
$16.75
The suits and overcoats grouped under this price were sold during the season by Smith Gray & Co. at $25.00 to $20.00. They are the equal in value of any suits offered in New York this season by the majority of retail clothiers at from $30.00 to $25.00.
Lot No. 2
$16.75
Lot No. 3
At this sale price you can buy the type of suit or overcoat that is usually purchased during the regular season by men who can afford to pay liberally for their clothing. It is no exaggeration to say that suits equal to these have been sold during the season in many stores at from $35.00 upward
$22.75
Lot No. 4
In this lot you will find only clothing de luxe—clothing made in the Smith Gray & Co. shops to meet competition of custom tailors and to prove to the man who is a slave to the custom tailor that he can buy ready-to-wear garments superior to those of the average custom tailor at far less prices than custom tailors charge. There are garments in this lot that were formerly priced by Smith Gray & Co. at $50.00, $45.00, $40.00 and $35.00
$29.75
There Is a Real Reason Why This Sale Offers Unprecedented Values
We are overstocked with men's fine clothing
Whether the condition is due to the protracted period of unseasonable weather or what not makes little difference now.
This clothing should no longer be in our store, and it won't be very long if the lowest prices ever quoted in New York City are sufficient to tempt you to buy.
In our long experience as one of the leading clothing establishments of Greater New York we have never known such sensationally low prices to be quoted on high-grade clothing as we are quoting in this sale.
Smith Gray & Co., as you know, are manufacturers of clothing, selling direct from manufacturer to consumer, with the elimination of intermediary profits. This can never be true in retail stores that depend on outside manufacturers for their merchandise.
During the regular season a Smith Gray & Co. suit priced by Smith Gray & Co. at $20.00 has represented fully the value of a suit offered by many other retailers at $25.00.
And the same comparative values maintain throughout the entire range of prices in the Smith Gray & Co. Stores.
Therefore, every price quoted to you in this clearance sale as the original Smith Gray & Co. price represents a value at least 25% greater than the price indicates.
This reason alone should satisfy you that in making clothing purchases at this time they can be made to the best advantage in the Smith Gray & Co. stores.
IMPORTANT NOTICE—As this UNLOADING SALE has been inaugurated for the sole purpose of MAKING A QUICK TURN OF THIS STOCK INTO MONEY, we must decline to charge Suits and Overcoats sold at these drastically CUT PRICES
Smith Gray & Co.
NEW YORK
BROADWAY AT WARREN ST.
6TH AVENUE ABOVE 27TH ST.
4 STORES
BROOKLYN
FULTON ST. AT FLATBUSH AV.
BROADWAY AT BEDFORD AV.
THE HOUSE FOR THE CAREFUL BUYER
Our Brooklyn Stores Are Open Saturday until 9 P. M.

"Exceedingly popular ads., in that every story is short and to the point. Attractive set-ups and convincing arguments bring home the bacon."—Walter A. Olsen.

advertising that is as noisome and nauseous as the plague.

Nothing Flamboyant.

The chatty, heart-to-heart talk campaign recently inaugurated by Saks & Co. is being received very favorably, and has excited no little comment. It takes a large heart, generous purse and unlimited courage to buy up space for this kind of advertising—BUT IT PAYS—though not in immediate and always direct results. This series of ads., by the way, mark the ultimate achievement in totally divorcing the old flamboyant style so prominent at present among New York retailers catering to the lower class. While each paragraph is crisp, the advertisements are not stilted, nor are they "heavy" in the sense of deep meaning and inference. A light, breezy style is affected throughout.

The Smith Gray & Co. style is exceedingly popular in that every story is short and to the point. "To the point" is its chief characteristic. No words are wasted, as none are intended to be, but attractive set-ups and convincing arguments bring home the bacon. The ads. of this house are well worth thoughtful study and assimilation.

Wanamaker's Tell the Truth.

John Wanamaker is a greater artist than anything else, and his great business and unique style of advertising proves it. "Will it pay?" is not so vital an issue with him as "Will it be believed?" A number of people embrace the belief that the lengthy, sometimes studious style of clothing copy is not as productive as it might be. Yet no one ever heard another say that he was tired of reading the Wanamaker Clothing ads. Such a verdict would be bad form, and might indicate illiteracy. All the ads. emanating from this house are characteristically individual and distinctive. And towering above all, like a beacon light in a sea of corruption, is the fact that they all tell the truth.

Short, Flashy Ads.

There suddenly stole over the horizon of New York clothing advertising a new and very entertaining style of short, flashy ads., converging more or less to the semi-humorous. These latter, like the first breath of a swimmer who comes to the surface after having "fetched" his lungs out, are sustaining, and contain the pap of current intelligence. A few clothiers have adopted this style into their business, and incidentally it has been received right royally by the public. Striking a happy medium has ever been a safe course, and at times the only logical one. Wallack Bros. have, to a certain degree, pioneered this style, and author some very interesting and entertaining advertisements.

It is a peculiar fact, or it may be premeditated, that the character of advertising maintained by the manufacturers is nearly always reflected in that of the retail clothier to whom he sells. If the manufacturer adheres to a legitimate, clean-cut and attractive standard, the pendulum of averages favors his retailer doing likewise. There are, of course, exceptions to every rule, and this is no exception.

Cannot Digest $60 for $12.

George Benjamin, Brooks Bros., Weber & Heilbroner all stick close to a distinctive style all their own, and evidently

TAKE THE BEST FROM OUR BINS
Special This Week Free Hats
CLEAN UP SALE
Special This Week Free Hats
Our overstocked warerooms must be cleared out to make room for Spring woolens now arriving. This tremendous overstock caused by continued warm weather must be disposed of regardless of cost or value. Every bolt of woolens displayed here is for Winter wear and is put on sale this week at $11.75. Suit or Overcoat to measure, actual $40 values. Don't fail to attend this sale of guaranteed pure woolens of $40 Values. Suit or Overcoat to measure at $11.75
Ready-to-Wear Custom Made
Values to $40
VALUES TO $40
OVERCOATS
$9
SUIT OR OVERCOAT
$11.75
MADE TO MEASURE
All Styles, All Colors, All Sizes, In All Stores
ALL GOODS MARKED IN PLAIN FIGURES
NO DECEPTION PRACTISED HERE
Ritchie & Cornell
1347 Broadway, Bet. 35th & 36th Sts.
251 Eighth Ave., Near 23d St.
408 East 149th St., Near 3d Ave.
2258 Third Ave., Near 123d St.
All Stores OPEN EVENINGS Until 9 Saturday 10 o'Clock
9 Big Stores
1439 Broadway, Near 41st St.
2331 Eighth Ave., 1 Door Above 125th St.
155 William St., Cor. Ann St.
1514 Third Ave., Near 85th St.
See Ads. Displayed on All Our Store Windows

Getting close to the "$60 for $12" record.

TUESDAY NEW YORK EVENING JOURNAL, JANUARY 6, 1914. TUESDAY 13

Clothiers for 53 Years--and Never a Sale Like This!

"Crowds" "The crowd principle is the first principle of distribution: The man who can get the most men to buy a particular thing from him can buy the most of it, and therefore buy it cheaper, and therefore get more men to buy from him and, having bought this particular thing cheaper than all men could buy it, it is only a step to selling it to all men Hence . . . the crowd principle in commerce."—From "Crowds," by Gerald Stanley Lee.

The John Wanamaker Store

"There was a check and a halt, and wait, and worry to business. The result is that now there is a congestion of merchandise. Millions of dollars tied up in Winter clothing that people have not found it necessary to buy. We will take the overstocks on hand of manufacturers and jobbers, no matter how large, so far as they come up to the Wanamaker standards of quality."
—From Mr. Wanamaker's Editorial of December 28, 1913

"We stand ready to take in two million dollars' worth of high quality Winter merchandise which we can sell quickly for manufacturers, importers and others who wish to unload. Consumers knowing by experience that they can have confidence in our offerings, buy quickly what we recommend."
—From Mr. Wanamaker's Editorial of December 29, 1913

From Fifteen Manufacturers

of Men's High-grade Clothing, with great work-shops in New York, Boston, Baltimore, Rochester, Syracuse and Philadelphia, we have taken in our choice of surplus stocks, which, with a few lots from our regular assortments, enables us to offer tomorrow, Wednesday,

11860 Overcoats and Suits for Men

At regular retail prices (which you may figure yourself from the tables below) the value of these overcoats and suits aggregates **$343,313.50.** We offer them tomorrow for a total of **$217,694**—a saving of **$125,619.50.**

This sale makes three new records—

(1) *It is the largest assemblage of men's clothing, specially priced, ever seen on one floor, under one roof. You may examine ALL the merchandise in the sale without leaving the floor of the Men's Store, stretching from the corner of Broadway and Eighth to Fourth avenue and Ninth.*

(2) *It is the most representative showing, in a sale, of American cloths, correct styles and good workmanship. Ten times the quantity of garments and cloth were gone over before the 11,860 garments in this sale were selected.*

(3) *It offers the highest average of savings—REAL SAVINGS. The least saving on a garment is $4, and that only on 243 out of the 11,860. The greatest saving is $35.50. The average $10.60.*

Extra Service

Double the usual selling space.
200 extra assistants.
Tripled tailoring facilities for fitting and alterations—which are made without extra charge.
Suits and overcoats grouped in sizes.
Stouts at $24.50, $23.50 and $18.50, in the Burlington Arcade, South.
Longs and shorts in Burlington Arcade, North.

Measured by the prices on our own regular stocks of clothing, the 11,860 garments grade up as follows

5,839 Suits

15 Different Styles. Hundreds of Patterns
(Burlington Arcade Floor, Fourth Avenue End)

391 of $30 grade
343 of $32.50 grade
728 of $35 grade
416 of $37.50 grade
293 of $40 grade
103 of $45 grade
$23.50 (2,274 Suits)

242 of $25 grade
465 of $27.50 grade
512 of $30 grade
$18.50 (1,219 Suits)

(Broadway, Corner Eighth)

359 of $20 grade
589 of $22.50 grade
416 of $25 grade
$14.50 (1,314 Suits)

243 of $16.50 grade
376 of $18 grade
413 of $20 grade
$12.50 (1,032 Suits)

6,021 Overcoats

Staples and Fancy. 2,622 Silk-lined

(Burlington Arcade Floor, Fourth Avenue End)

1,219 of $35 grade
619 of $40 grade
522 of $45 grade
141 of $50 grade
68 of $55 grade
53 of $60 grade
$24.50 (2,622 Overcoats)

(Burlington Arcade Floor, Broadway End)

540 of $22 grade
728 of $25 grade
385 of $27.50 grade
364 of $30 grade
$14.50 (2,012 Overcoats)

312 of $15 grade
382 of $18 grade
693 of $20 grade
$12.50 (1,387 Overcoats)

The Suits

In 36 approved styles and hundreds of good patterns: young men's suits with soft rolling lapels and natural shoulders, conservatively cut suits for older men, single and double-breasted blue cheviot, American homespuns, basket weaves in mixtures and stripes, plain brown worsteds, cassimeres, broken checks in black and white and brown and blue, gray serge worsteds, silk mixtures, cheviots, blue pacamas of winter weight, dark worsteds that will wear like iron. Some of the suits have silk lining in the coats and seam-set back. Every suit a Wanamaker Standard.

The Overcoats

Those at $24.50 are all silk lined—body and sleeves, black, two shades of Oxford gray, Cambridge gray, a few browns and a few blues, the finest fabrics from the world's best mills—meltons, vicunas, unfinished worsteds and cheviots, self or velvet collars. Every one a gentleman's coat, correctly styled and suitable for any occasion in town or country.

The overcoats at $14.50 and $12.50 are mostly fancy coats—grays and browns in cas. mixtures and good weaves, single and double breasted, knee-length and longer, regular and convertible collars. A capital collection!

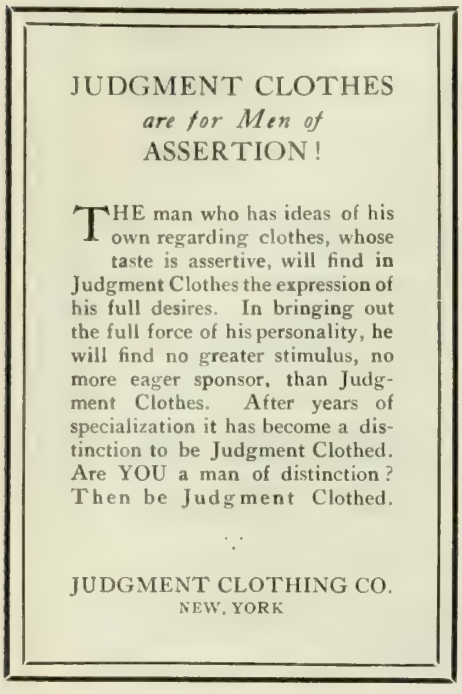
JOHN WANAMAKER
Broadway and Ninth Street

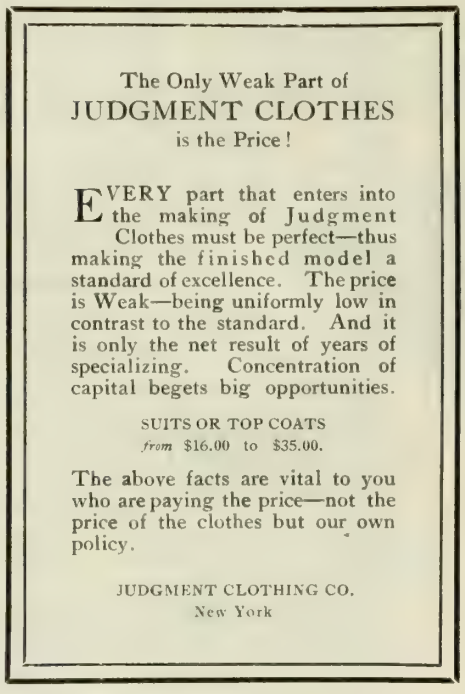
Tomorrow
The Men's Store
Will Open at 7:30
for the convenience of men who get to work early. And to serve those who may come from a distance, the doors
will not be closed until 7:30
in the Evening Tomorrow

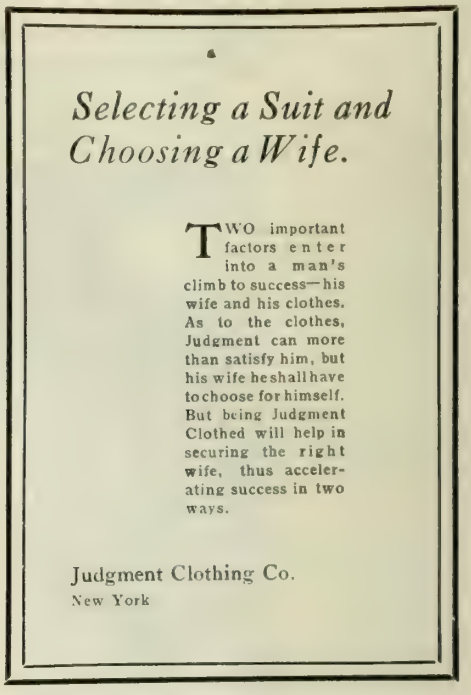
A TYPICAL WANAMAKER FULL PAGE AD.

"John Wanamaker is a greater artist than anything else, and his great business and unique style of advertising proves it. 'Will it pay?' is not so vital an issue with him as 'Will it be believed?' A number of people embrace the belief that the lengthy, sometimes studious style of clothing copy is not as productive as it might be. Yet no one ever heard another say that he was tired of reading the Wanamaker Clothing ads. Such a verdict would be bad form, and might indicate illiteracy. All the ads. emanating from this house are characteristically individual and distinctive. And towering above all, like a beacon light in a sea of corruption, is the fact that they all tell the truth."—Walter A. Olsen.

Some Models Submitted For Bright, Snappy Clothing Ads


JUDGMENT CLOTHES
are for Men of
ASSERTION!
THE man who has ideas of his own regarding clothes, whose taste is assertive, will find in Judgment Clothes the expression of his full desires. In bringing out the full force of his personality, he will find no greater stimulus, no more eager sponsor, than Judgment Clothes. After years of specialization it has become a distinction to be Judgment Clothed. Are YOU a man of distinction? Then be Judgment Clothed.
JUDGMENT CLOTHING CO.
NEW YORK


The Only Weak Part of
JUDGMENT CLOTHES
is the Price!
EVERY part that enters into the making of Judgment Clothes must be perfect—thus making the finished model a standard of excellence. The price is Weak—being uniformly low in contrast to the standard. And it is only the net result of years of specializing. Concentration of capital begets big opportunities.
SUITS OR TOP COATS
from $16.00 to $35.00.
The above facts are vital to you who are paying the price—not the price of the clothes but our own policy.
JUDGMENT CLOTHING CO.
New York


Selecting a Suit and Choosing a Wife.
TWO important factors enter into a man's climb to success—his wife and his clothes. As to the clothes, Judgment can more than satisfy him, but his wife he shall have to choose for himself. But being Judgment Clothed will help in securing the right wife, thus accelerating success in two ways.
Judgment Clothing Co.
New York

have no regrets, because they are still at it after many years' usage. The class catered to establishes the style of advertising, but no class, whether illiterate or not, can digest $60.00 clothes for $12.00 with any degree of equanimity. If it were so the profits of the other clothiers would soon pauperize the clothing buying public, and make billionaires of the perpetrators.

In Seeking a Style, However, Do Not Sink Simplicity!

And, remember, continuity or association is a most important factor in making your advertsing successful. Stick to one style—if it is a good one and brings results. But no style is good which does not make Truth its standard-bearer. Style without truth is like clothes without class. Sooner or later it will surely sag.

TIES AT THE RACES

While ties worn at the French races are said to be of every description, dark fabrics in brown, garnet, russet, burgundy, etc., are reported to be the most popular. The allover designs, plain or combined with brocaded floral patterns, were more in evidence than anything else. A dark mauve and garnet were among the colors seen in large numbers. It is said that while some striped patterns in satin were noticed, but as for moires, not more than a score were in evidence.

Close-Fit Overcoats.

At a race meet at Auteuil, Paris, not long ago the majority of well-dressed men wore overcoats cut with tight skirts and form-fitting body. Many were finished with fly fronts, silk-faced lapels, plain sleeve ends and a high breast pocket. The back was made without a vent and gray Shetland was a favorite fabric. Two coats worn worthy of notice were cut double-breasted and fastened with two buttons placed rather far apart. One of them, worn by an Englishman of military appearance, was decidedly form-fitting at the waist, and the back was finished with a belt and pleats on each side.

Strange Evening Attire.

One night at the Comedy Theatre, London, recently, a gentleman was seen wearing white silk socks with patent Oxfords. The trousers were cut short, so that they should not catch in the top of the shoe. In other details he wore correct evening dress. His collar was a high two and one-half inch poke, for he wore a twice-round stock white lawn tie. He carried a black ebony cane which was decorated with a tassel.

The same evening, Robert Lorraine, the actor-airman, wore something new in waistcoats: it was of white material with a fine silk stripe. The roll collar was of corded moire silk and the whole waistcoat was piped with white cord, while the buttons were white also. He also exhibited another idea in waistcoats; this one was a gray silk stripe with a white moire collar and in this case the buttons and cord were of grey.

Velvet on Cuffs and Pockets.

An overcoat style much favored at the French races, the hotels and on the boulevards is described as follows: The lapel is set high and is of medium width with a horizontal notch. It is cut slightly longer than in former seasons. The front of the coat is double-breasted, with four buttons, which are set at a distance of about five inches apart. This coat is form-fitting and is cut without a waist seam, but with two gores, one on either side, which give plenty of room to the chest. There is no vent behind, and in length it scarcely reaches the knee. Two particular coats of this style may be mentioned: one had a velvet collar in a shade to match and the cuffs were finished with a velvet piping. The pockets were slanting and also had a line of velvet at their opening. The other garment was cut with a novel back. These coats were made with a velvet collar and intended for wear with a silk hat.

Toronto, Ont.—Toronto Fur Co. have dissolved partnership, Max Krehn continuing under same style.

Gravitating Towards a Larger Window Unit

Reaction Among Many Haberdashers Against Small Sections—Possibilities Exhausted and Present Plans Getting Too Common—Scenic Backgrounds and Elaborate Wax Figure Displays for Clothing—New Fixture Devices, a Crescent and Maltese Cross.

THE work of two distinct classes of window trimmers is now visible in the men's wear stores of Canada, in silent eloquence pleading their cause with the only real tribunal that counts, the public passing by. In late issues The Review has presented excellent types of both of these, the window space, divided up usually into three sections, even if each one is only a foot wide, and in the other the whole space, even six or eight feet in width, utilized for a single trim, following the fashion rather of a dry goods display. Of the two the latter is a departure from the former, or rather, it is more correct to say that many trimmers of men's wear windows are going back to the idea of five or ten years ago, before the sectional arrangement had been introduced. Which method will gain the ascendency is now one of the mooted questions in haberdashery circles.

Sectional a Natural Course.

The sectional idea was a natural one, and the strange thing was that it came so slowly. The men's wear window dresser always has been face to face with the necessity for working out his trims in a meagre space. Nearly all the stores are narrow. It is an exception to find counters on each side, or double windows. Even the window there is usually is rather narrow, four feet in many cases. In these cramped quarters the window dresser is expected to herald to the public his varied stock. If he uses it up in ties to-day, to-morrow and next day, his shirts, his gloves, his underwear, his sweater coats, his hats, perhaps his clothing, including overcoats, are doomed to a modesty of demeanor that is not a desirable asset for business purposes. Hence came the division of the slim space, into two or three parts, in order to display two or three lines at once, carrying out,—to borrow an agricultural adjective—an idea of "intensive" display.

Limits of Sectional Display.

But this system has been copied far and wide. The downtown stores no longer possess a monopoly of it; it has been taken up in all directions. Its very universality has drawn attention, more and more, to the objections of the system, to the crowding of the units against the woodwork, and against each other, to the lack of a definite impression, of something distinct reaching the passer-by from the varied display. Weighing the favorable and unfavorable factors a number of window trimmers have concluded that the single unit is the more advantageous display; and the roomy appearance, and the limited numerical contents, are preferable to the other.

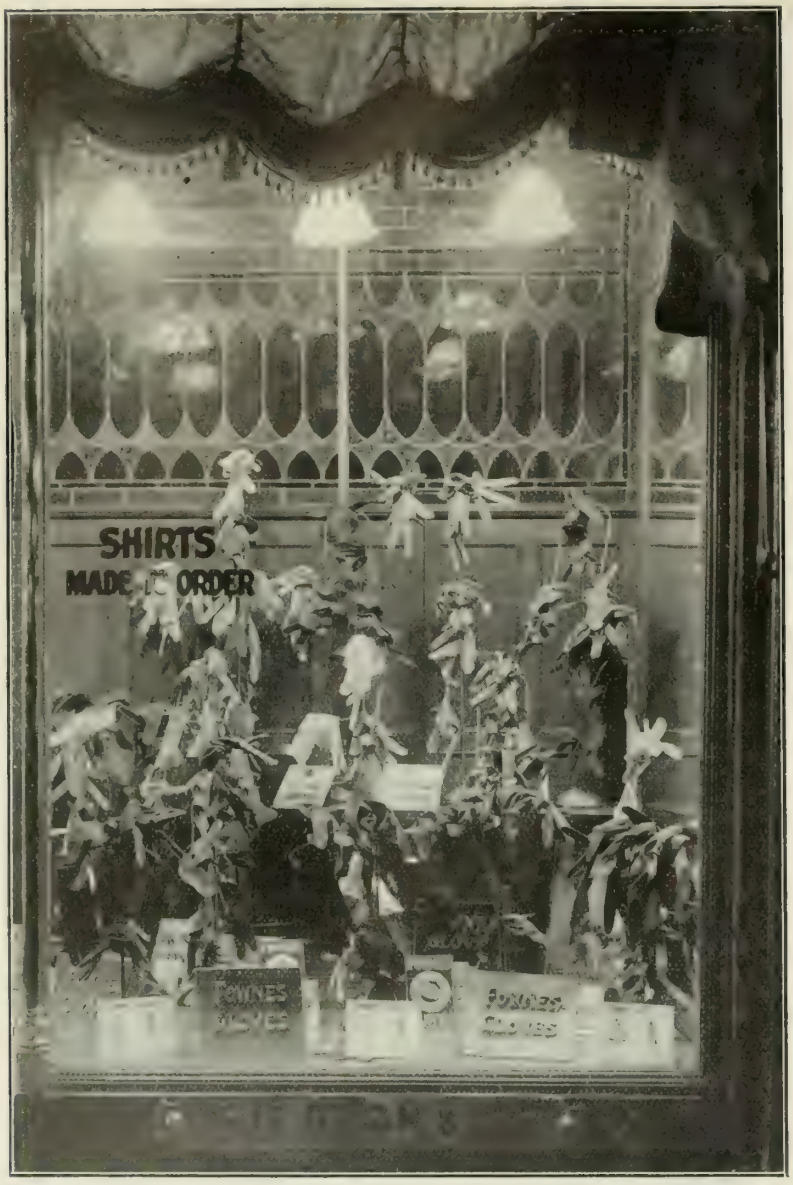
Two New York Units.

In this issue The Review presents a photograph taken for it in New York of two units in window displays in one of Budd's well-known stores. These, it will be recognized, require fairly liberal space, and could not form one of the ordinary sized three sections of a narrow men's wear window. The window display in the Hudson-Parker store of Hamilton, in the December issue of The Review, carried out the same idea along a different line, and the upper section of Dunfield's window in November issue, where the whole width was devoted to one unit, evening wear, also illustrated

The Latest Allover Flower Effects

(From Budds, New York.)

This window unit carries out the one-cravat idea of the other trim of Budds shown on another page. Here only three ties fitted to collars are shown, but the nature of the tie allows of a section of silk being draped on top, accentuating the pattern. A new idea is the monster bow shape occupying the centre "high spot" of the trim, made of a piece of the same cravat silk. The whole effect is to render more prominent the special design of silk, both in the piece and in the manufactured shape. As in the other, the trim is kept very simple, with lots of room and arranged systematically.



An attractive glove showing by Mr. Goebel, of Wheaton & Co.'s, Toronto.

this side of the argument. In many new stores an attempt is being made to secure wider window spaces and to utilize each one for single units.

How New York Views It.

It is interesting to present evidence at the same time of a similar movement going on in New York stores. In an article by J. M. Feinson, with Weber & Heilbroner, New York, in "Men's Wear," he declares there is "a reaction among haberdashers against the small section that is, the window divided into small sections of about a yard in width—which Weber & Heilbroner, through having adopted them ten years ago from the exclusive shops have done so much to popularize. Sulka has abandoned them; Budd's shop on Fifth avenue and 47th street has not opened with them; George Benjamin now rarely employs them, and Weber & Heilbroner are beginning to discard them. And this reaction is not without good reason. There is a strong and valid case against the small window section. Novel and distinctive at first and permitting of many variations of display, its possibilities with use, soon became exhausted and its style became the most common of show window effects.

All Got to Look Alike.

"Everyone who opened a haberdashery shop, no matter where, subdivided his window or windows into small sections, and the amateur window dresser, having the same or similar window area to work in, soon succeeded in bringing about the same or similar window effects as his professional brother. The result was, every haberdashery shop got to look like every other; Jones' like Brown's, "The Paris Shop" like the "The London Shop," the shop in the Bronx like the shop among the skyscrapers in "Wall Street." Nor is this all. The small section never did and never can allow a margin, so to speak, around a trim. Only of about a yard, and frequently less, in width, a few necktie stands or a few shirt stands, or a few of each combined, fill it up to the brim, the merchandise rubbing sides with the partitions. And when it comes to dressing one with clothing, placing a suit form in it, it reminds you of a prison pen with the prisoner pent-up and motionless. On perceiving one of these sections so dressed you feel like entering the shop and exclaiming to the shopkeeper: 'Why don't you give the poor dumb thing in your show window some more room, so it wouldn't look so cramped and cross!'

Window trimming, he says, has caught the "restless, do-something spirit of the day," and is changing, making history. This is particularly true of the popular-price shops that depend so much upon their window displays for publicity and direct and immediate results.

Of Incalculable Value.

"One of the first evidences in New York City that window trimming has caught this spirit was Macy's artistic and highly effective display this Autumn of men's and women's apparel. This display consisted of scenic backgrounds giving three different views of Monte Carlo. In front of these backgrounds, dressed in the latest fashions and admirably grouped in sitting and standing postures, were the most realistic effigies of cultured human beings that ever found their way into show windows. The most perfect wax figures that at any time graced "The World in Wax" did not surpass them in naturalness of facial mould, of complexion, of hair and of look and pose. You could almost see them breathe. The effect was compelling. Immense admiring crowds were standing in front of these windows from early morning until late at night, each day of the display. It would be difficult if not impossible, to get at the true measure of the publicity value of this master stroke of Mr. Allert, Macy's display manager. It was incalculable.

"Of course, the use of scenic backgrounds and wax figures for window display purposes is not new. A decade or so ago, before Thirty-second street became the southern boundary of New York's department store district, it was quite common, and a decade or so back of that, when the window trimmer had not as yet evolved from the artist-mechanic type, when sawing arches, painting scenes and electric wiring were still the great essentials of a trimmer's work, it was the rule. But the consummate art with which these one-time popular helpmeets of window trimming were used by Mr. Allert amounted to genuine originality. It denoted a decided departure from the complacency and sameness that

(Continued on page 64.)

You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The February number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy. **Subscription $2.00 a year.**

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE ∴ ∴ **TORONTO, CANADA**

Double Receipt for the Window Trimmer

Gives One to Department When Receiving Goods and Gets One When They Are Returned — A Means of Protection.

SOMETIMES misunderstandings, in a few cases on record, unfair charges, have resulted from the free-and-easy method obtaining in most stores in connection with goods used in window displays. A window trimmer will get some here, and some there, and usually no record is kept by him or by the head of the department. He returns them in three days, or a week, perhaps, and still there is no record or receipt of any description. In establishments where so much care is taken for an accurate accounting in every other transaction, it is strange that this has been overlooked.

Absence of some form of receipt has led in some instances to the window trimmers being held responsible for articles that were returned in a damaged condition to the head of the department. Perhaps the goods were in that condition before they reached the trimmer. Or something may have been mislaid after it came back, and cannot be found. The window trimmer again! And, it may be as well to add as further evidence of the need for protection the display man has, that instances are not unknown where a clerk has taken an obvious course, by removing an article, to get a window trimmer into trouble. All would have been avoided with an adequate system such as is herewith presented.

A Double Check.

The reproduction of the form used by the Robert Simpson Co., Toronto, is so far as is known, the only one of the kind in use in this country. In a well-known store of the United States, a card system was introduced embodying the receipt by the window trimmer for the goods, but not the receipt given him. A glance at the form will explain it. First of all it is a requisition on a certain department for the handing over of certain goods for a window trim. These are named in detail and the price marked down also. Two slips are signed by the window trimmer, one given the head of the department; the other retained. When the goods are taken from the window again, the same trimmer returns them; they are checked over and this time the head of the department signs a receipt that they were "returned to department in good order this ——— day of ——— 19———." At the same time he gives back to the window man the receipt he holds for the goods since they were handed to the trimmer. Thus the transaction is ended, and if any question comes up later, the window trimmer has his receipt and the "good condition" one as well.

THE ROBERT **SIMPSON** COMPANY LIMITED

Requisition for Window Dept.

Window Dressing Department will please receive goods as per attached inventory for display from ..... till ..... in window No. .....
Rent per day $.....

Received the above this ..... day of 19

Window Dresser

Returned to department in good condition this ..... day of 19

Manager of Department

Clerks Not Allowed Inside.

In the Robert Simpson Company's store this system as originated by Harry Hollingsworth, is carried one step farther. All goods brought from a department by a clerk must be left outside the window. If a clerk went inside there would be risk of goods being damaged, it is held, and before the first receipt is given the trimmer examines the goods as delivered to him.

Two Rings in One Case.

In discussing the same question with The Review a window trimmer remarked that one time one of his assistants had borrowed some rings, six, from the jewelry department for a window. He returned them but a day or so later the head of the department called him up and said one ring was missing. The man went down and sure enough, there was a ring gone from one of the cases. He was nonplussed; he knew or felt sure he had given it back, but had no proof. Finally another search was made, and it was only when the other five cases were opened that it was discovered, wedged in with one of the others. But several days had passed, and the tracing of the last ring in an ordinary case, would grow more difficult with the delay.

Under the old system there is no definite protection for the window man.

This system could be utilized not only in dry goods stores but in large men's wear stores as well, where the different sections are departmentalized.

Cupids, Hearts and Arrows on Your Show Cards

Directions for Making Cards for St. Valentine's Day, and Hat, Glove and Suit Sales—Overcoming the Dullness of an Off-season Month.

Written for The Review by Paul O'Neal

FEBRUARY is another of those sort of off-season months that keeps the average merchant guessing what are the best moves to keep up trade. It is necessary during all slack periods to do something to overcome the dullness, no matter what may be the cause of the quietness. February is so situated in the calendar that business seems to be at a standstill, except for the very necessities of life. However, prices that are inviting because of their lowness always move people to buy, no matter at what time of year they may be offered.

Odds and Ends Left Over.

It may be well to go over your stock and see if, even after the January clean-up, there may be a few odds and ends you may lay on the sacrificing bargain counter and invite your customers to come and partake of the good things you have to offer at prices that are below the ordinary, possibly by 50 per cent. Yes, make it a genuine half-price affair, and you will be able to clear away the dead stocks and have your shelves clean for the Spring lines which you must start to boom not later than the 1st of March.

Three or Four Days' Sale.

You may arrange an odds and ends sale, into which you may gather various lines of articles, including gloves, ties, collars, fancy vests, odd lines of pants, shirts, knitted jackets, sweaters, etc. Group all these into one big sale, with the prices cut down to the bone. Advertise them for a three or four days' sale to start on some Monday morning. Quote prices in your newspaper advertisements and use your windows in displaying these goods and make use of plenty of cards and price tickets.

Cupids and Hearts Liberally.

On past occasions we have called attention to the advisability of taking advantage of special days and holidays for advertising purposes. February offers one day that may be taken advantage of, even though it may not be a holiday. We refer to St. Valentine's Day. The picture postcard craze brings the day out sufficiently strong to make it afford a splendid opportunity for decorating, which is one way, and a good way, of advertising. You may use cupids, hearts, darts, arrows, red ribbons, red tissue and crepe papers, etc. Use red hearts for your price tickets all through the store. Use various cupid and heart designs for your window cards. And has it ever occurred to you that this same craze for postcards may be taken advantage of by using a few well selected cards in your window decorations and displays? A little thought in placing these cards on and among the articles in your window display will make a very effective showing. Do not be afraid to decorate your store. It is good advertising.

Treatment of Cards.

The samples of cards for February are exceptionally strong, and should furnish you with ideas for other designs. The odds and ends card is for a sale, as suggested above. The card is an air brush design, but simple to execute. The round or oval projections are made with a pattern and the card cut away. The air brushing gives the effect of these being behind the square card. No pattern is needed for the air brushing, as a straight piece of card laid on the edge is all that is needed to air brush the edges. The large letters should be in some attractive color, and shaded in a subdued color. Red for these large letters would be very effective. The small letters should be in black. The card may be any size up to 14 x 22 inches, which is a half sheet. The size will be governed largely by your window space.

Air Brush on Suit Cards.

The $15 suit card is for a clearance in suits. There may be some clothing in stock that should have been run out in January, but somehow got missed. A few days' sale will finish it. This card is made very similarly to the last one. But it will be necessary to use the oval pattern in doing the air brushing. Lay the oval on and air brush to give the effect of the angle pieces being behind the oval. The figures may be in red or some other bright color, and shaded in a color to harmonize with the color of the figure. The size of this card may be anything up to 11 x 22 inches, although this is a little narrow.

(Continued on page 62.)

Prepared for The Review by Paul O'Neal.

15,000 Guesses for this Automobile

Lucky Man Took Hat Store's $400 in Place of Car

Thousands of People Attracted to Store by Competition in Number of Hats in Window—Devices of Other Merchants to Induce Public to Enter Their Places of Business.

AN automobile or $400 in gold in consideration of the correct count of the number of hats and caps in the two windows of the Yonge and Queen streets store, was the effective method of advertising used by the managers of L. J. Applegath's hat store, Toronto, this year. Everybody who knows the firm expects that any plan of campaign they use will be original as well as effective and this one was no exception. The idea was this: A large number of hats and caps were displayed in the windows of this store and a card announcing that an automobile or $400 in gold would be given to the first person making a correct count of the hats and caps in the windows. In the window of the other store (Applegath's have two on the same street, and near by), was placed the automobile, and another card announcing the competition. The windows in which the hats were placed were locked on December 15th, and the keys given into the possession of two well-known newspaper men until January 5th, the day set for the conclusion of the contest.

Every competitor's count had to be returned on a coupon furnished for the purpose, bearing a space for the computed number, and for the name and address of the contestant. No condition was imposed except that each person entering the contest was allowed only one count. No goods had to be bought from the store before any one was permitted to compete; no entrance fee had to be paid. It was absolutely free to all. The only requirements were to secure a coupon, fill it in and return it before Jan 5th.

Twenty thousand coupons were issued and about fifteen thousand were returned. These were all placed in a large box which at the end of the contest was vigorously shaken so that the last inserted had an equal chance with the first. The actual number of hats in the windows was determined by the two men holding the keys, and then ex-Ald. Burgess drew at random from the pile. The correct number was 286 and the first card bearing this number belonged to Mr. Jas. A. Dickson, of 171 Roxborough West. He elected to take the money and got a check for $400 on the day after the competition closed.

The authorities in charge are quite satisfied with the result of the competition. No person passing down Yonge street during the competition could help being struck by the interested crowds in front of the windows. The automobile itself, the number of hats and caps, the probable result all formed topics of conversation for many people and in many places. Similar competitions on a smaller scale might easily be worked to advantage by merchants in other places, the firm point out.

The benefits accruing are obvious, the publicity given to a store using such a method, the people brought there by the competition who were perhaps never inside the door before, the interest aroused in the whole proceeding, these are only a few benefits that might be mentioned.

Nor are the effects short-lived. The originators believe that they will continue throughout the year.

CUPIDS, HEARTS AND ARROWS ON YOUR SHOW CARDS

(Continued from page 61.)

The hats card is made with three patterns. Two torch patterns and open space, which is much like an oval. The oval pattern should be laid over the torch patterns, and after air brushing the torches should be pulled out, taking care not to disturb the other pattern. Then air brush at the edge where the torches come to give the effect of throwing them behind the oval. The air brush color should be in some dark shade. Brown or even black gives good results. The lettering in the space may be in red. Note, the shading is done on opposite sides of letters. This gives the effect of the letters being turned in opposite directions. The torches are finished by hand at the top.

The Cupid card is for your Valentine Day decoration. It is possibly the hardest card to execute of the samples shown. The cupid is drawn by hand and cut out. The heart is made from a pattern and partially cut out. The base is air brushed similar to the others. The heart is air brushed slightly to give a rounded effect. The heart could be in red and the lettering in white, but this sample is on a white card with the lettering in red, the small letters black. This makes a very attractive card.

Arrow Through Glove Card.

The glove card is similar in treatment to the last card, but is not cut out. The heart pattern and the bow and quiver are all separate. The last two are slipped down behind the heart pattern and removed after air brushing around them, and they are then air brushed at the edge of the heart. Care must be exercised to leave the heart pattern on while air brushing. The figures should be in red and the small letters in black. The other card with the arrow is very similar, only the arrow is cut and laid on to the top of the heart and air brushed to give the effect of coming through the card. If desired a piece of card may be cut into the shape of the arrow and actually stuck through a hole in the card, and will give a stronger effect than this design.

SHORT TROUSERS AT LOTUS CLUB

At the Lotus Club, the new society dance club, one evening lately where most of the notable people in London Society as well as the leading actresses may be seen, dinner jackets were not in evidence but the short trousers worn by dancing men indicate that this is becoming a fashion since Oxford shoes have taken the place of pumps or court shoes.

Toronto, Ont. — Davis Clothing Co. have succeeded David Davis, clothing and men's furnishings.

Tear off the Carhartt Label

and if your customer has ever worn Carhartt Overalls before, you can be sure he will recognize the identification marks.

Carhartt's Overall Uniforms

have distinct and exclusive features which no other overall has.

Carhartt's Overalls are cut liberally—they're cut and built for comfort and service. They never split and rip when the wearer stoops.

How do you think this feature will appeal to your trade?

Carhartt's Overalls are well made, sewed with the best thread and reinforced where the greatest strain comes—another reason for giving service.

Then, too, Carhartt's Overalls give freedom of action because of the patent self-adjusting suspender which works with every movement of the body.

This is an exclusive feature that your trade will remember.

Would this not be a good time to have the exclusive agency for your town? **Write to-day for our sixty-day approval basis shipment. Send it back if it does not come up to your requirements. We pay return charges.**

Note.—Approval shipment consists of Overall Uniforms and Gloves.

Hamilton Carhartt Manufacturer Limited

TORONTO VANCOUVER

Bright Combinations in Shirts For Spring Wear

Some of More Exclusive Men's Furnishers Carrying Pink and Red—Silks Will be Strong —French Cuffs and Soft Collars Likewise.

IF you are wise this year in your Spring buying you will not forget to lay in a good stock of silk shirts. Such is the opinion expressed by some of the wholesale men who report big sales already in this particular line. To be a little more exact, the material is known as moire and is a sort of mercerized cloth. Taffeta wool as well as a stuff much favored for Spring wear, while zephyrs and crepes are also in the running.

When it comes to color, there seems to be considerable diversity of opinion as to what will be most worn. Without doubt, pink is strong in New York at present and some say it will be just as strong here but on the other hand there are many who claim that this year at least there will not be any rush after pink on this side of the line.

One merchant stated to The Review that if men would come in themselves and buy, there would be little difficulty in introducing the gayer colors widely, but as long as many ladies continue to buy their husbands' shirts they will fall back on the old reliable, quieter patterns blue and white, black and white, etc. It is safe to say, however, that pink and red in stripes will be by no means uncommon and both are being carried by some of the more exclusive haberdashers. Yellow, too, is given as a favored color, while combinations of yellow and purple, pink and black, green and yellow are also in the display. Solid colors, while shown will, in the opinion of quite a number, not be so popular as the two-color designs. Pale pink with white stripes, white with pink stripes, tan with blue stripes and white with helio stripes are some of the smart and effective patterns on exhibition.

Spots vs. Stripes.

An effort is being made in some quarters to replace the stripe patterns by neat spots, or a combination of spots and stripes, while on silk shirts a striking effect is given watered figurings. All patterns, however, will be small and neat and stripes will be narrow.

The thousand pleat front is growing in public esteem and will be very strong this season in silk as well as in cotton goods. Stiff and soft cuffs are both favored, one furnisher giving his opinion that stiff cuffs would be worn mostly on shirts of striped materials, except silk, but French cuffs will be strong in every line—cottons and silks, in solid colors and in combinations. Soft collars will still maintain the popularity of last season, striped as well as plain patterns being favored and it is said that a water wave effect and fancy pique will have a very strong run.

More Expensive lines.

The indications on every hand are that there is going to be a strong demand for the more expensive class of goods. Judging by all signs, zephyrs, crepes, taffeta, wools and silks will be much worn, and with better quality shirts can be sold better quality hats, ties, gloves, etc., a gain all around and an opportunity for the men's furnishing trade to improve the quality of their business.

GRAVITATING TOWARDS A LARGER WINDOW UNIT

(Continued from page 58.)

has reigned over New York's shop windows for the past half decade."

Using Curtains in Background.

He takes up a third point as follows: "Another sign that window trimming has caught the changing and progressive spirit of the day is the new treatment which Mr. Zeggers is applying to the luxurious mahogany show window backgrounds in Stern Brothers' stately store on 42nd street, New York. This treatment consists in removing the central panel in each of the show window units and replacing it, according to the nature of the merchandise displayed, now by a lace curtain hung to give the effect of a parlor window from within; now by a glass of an irregular surface set in an artistic black metal lattice frame, the glass colored from behind by a material of a tint to harmonize with the color scheme of the display, giving the effect of a balcony door; and now by rich tapestries, also of hues corresponding to the color scheme of the display, hung apart, leaving the centre open, suggesting an entrance to another room.

"This, of course, is a great improvement over the uninterrupted wood, which has always been held inviolate, not to be tampered with by the window trimmer regardless of the exigencies of window trimming. It helps eliminate the diabolical glare that so wantonly takes possession of most show windows of the solid wood back in sunshine time, and it is pleasingly different, which means that it registers itself on the minds of many more passersby than the same display would if it did not have it. For only variation can gain the attention of the busy and preoccupied New Yorker. And this extra registration means additional business.

New Fixtures Also.

"The window fixture, too, has felt the active hand of change. With the reaction among the more progressive haberdashers against the yard-wide section, making one out of a space that formerly held two, it became necessary, in order to save the display that went into these more roomy compartments from extreme mediocrity, to get up something different in the way of a fixture, some contrivance to set off the merchandise in a display in a decidedly new and different manner.

"Weber & Heilbroner, who pay as close attention to their show windows as any concern in America, as soon as they began gravitating toward the larger window unit, immediately realized this point.

" 'It is not enough,' said Mr. Heilbroner to his three window trimmers when he assembled them a few months ago up in his office to make certain window plans known to them, 'that we merely change the size of the section. We want more than that. We want a change in the haberdashery fixture.' A month later a new haberdashery fixture came to birth and was displayed in the show windows of their 44th street store. This fixture is a combination of a clothing stand and a shirt easel, the easel attached to a twelve-inch arm which makes a right angle with the clothing stand and which in turn is fastened to the inner post of this stand. To this arm there are two detachable parts, one in the shape of a crescent, the other in that of a Maltese cross. The crescent is puffed with silk of the same design and quality as the neckwear in the rest of the display, and the cross, from left to right, also with silk like the neckwear in the balance of the trim, but from top to bottom, with plush of the same color as puffed on the window floor. Both the silk and the plush on the cross are, unlike the silk on the crescent, stretched and pleated. These attachments are used alternately, one one week and one the other, thus alternating the effect with each change of trim."

Garment Hangers are more than mere pieces *of* wood glued together

They must have the proper shape or your garments will be better piled on tables

You will likely be making some changes soon in your men's and boys' clothing and ladies' ready-to-wear department. We think you will agree that there is no question about displaying these lines, and the Taylor-Made Rack and Hanger System meet the requirements for this display.

THE

Taylor-Made Rack and Hanger System

doubles the efficiency of your selling forces. The Taylor Hangers are made to keep clothing in proper shape. If you are using poorly made and ill-shaped hangers—hangers which do not keep the garments in proper shape, there is absolutely no economy in hanging on to them.

The Double-Bar Rack

here shown gives more hanging space and takes up less room and obstructs the store less than any other rack made. By using the side rods you have 24 ft. of hanging bars in one rack. Double Deck Racks are used only for boys' suits and short garments in the ready-to-wear department.

Made of Polished Steel Tubing.

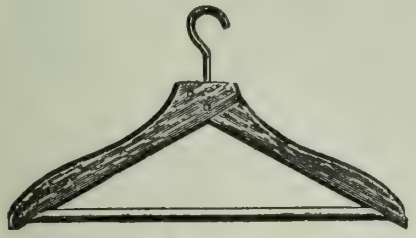
No paint, no rust, no tools or trouble to set up. Shipped crated. K. D. Ball Socket Rollers.

6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50

Made of Oxidized Steel Tubing.

6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

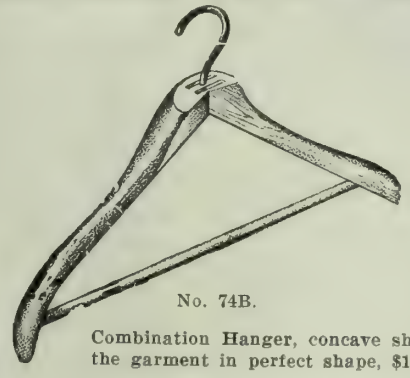
Suit racks, 5 feet high, 26 ins. wide. Overcoat and ladies' garments, 6 ft. high. Additional for side rod, $1.25 each.



No. 331B.

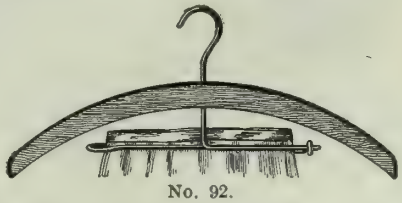
Men's combination hanger with inserted bar to hold trousers, $7.50 per 100.

Made in boys' size, only 15 inches long, $7.50 per 100. With wire attachment, $8.50 per 100.



No. 74B.

Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, $15.00 per 100. With wire attachment, $16.00.



No. 92.

Combination skirt and coat hanger, $6.00 per 100.

Mail, wire or 'phone your order to-day, and equip your store to be ready for Spring business. Your smallest commands will receive our prompt and careful attention.

The Taylor Manufacturing Co.

82 Queen Street North, HAMILTON, ONT. John D. Moser, Manager

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

TWO KINDS OF PROPHETS

LONDON tailors are rejoicing over the fact that His Majesty the King has expressed his disapproval of the easy way in which the men of the fashionable world have dressed recently, and has voiced his desire that all officers of the Guards when wearing mufti in London should adopt correct town clothes. While the King has no power to enforce this upon his officers there is no doubt that the execution of his desires will be general among military men and the smart set of the Metropolis. Already more men in town clothes may be seen in Bond Street and Piccadilly than for a long time back. Town clothes have therefore got a fresh stimulus and better business will undoubtedly result.

This incident is expected in some quarters to modify recent tendencies to a "lounge" costume even for evening wear, and to create again the sharp distinctions between formal and informal wear that only within the past year or so have shown any signs of being weakened. Probably this has been produced more than anything else by the recent innovations in evening dress accessories, a field of design that no one had dared to intrude upon hitherto. With a multiplicity of novlties, such as French cuffs, mushroom shirts, soft collars, white vests with a black corded edging and linen to match, there has been a certain confusion created and equally confident prophets are to be found supporting the theories that the plain stiff season of yore will come into its own again, or that the sacred boundaries will be trampled down by the world-wide passion for the new and the daring.

DISHONEST ADVERTISING

AN interesting survey of the New York advertising field has been secured by The Review for this issue, together with samples of different styles. As might be expected, men's furnishers there as well as here, are beset by the same temptations to mark up their goods to fabulous prices before marking them down again. There is an impression among a few merchants that "the public will fall for it," on the theory that this terribly unintelligent, unsophisticated and credulous public will "fall" for anything that has a firm's name at the bottom of it. In selling "$60 suits for $12," New York has gone farther than Canada ever did, although examples of gross exaggeration are not wanting in newspaper ads. here. About the only other line, besides clothing, in which the disparity between the "former" selling price and the "latter" is so intense is in furs. While the profit on some lines, especially in furs, is considerable, and admits of fair reductions at times, the majority of business men deplore the tendency to an unwarranted inflation of the "reduction" as tending to imply enormous regular profits and to cast discredit generally on legitimate trading. So strong has this resentment been that the Toronto "Ad." Club has started a campaign to end by exposure all forms of dishonest advertising.

GOOD BOOKKEEPING

REALIZING the inadequacy of the bookkeeping systems in many of the dry goods stores of Canada and the desire of many merchants for information on this subject The Review has engaged a cost accountant, William Cambell, to write a series of articles on the problems of retail costs, which will include a study of the books that a merchant needs as well as a discussion of various systems of accounting by which accuracy and definiteness may be secured. The first of these appears in the present issue.

SARTORIAL NOTES

Is the mushroom with its thousand pleats gaining a foothold for dress wear in your town?

* * *

In Paris they are showing shirts with a monogram embroidered on the left side some distance down.

* * *

Did you find the mid-January cold dip lasted long enough to make him decide to discard last Winter's overcoat?

* * *

With the display of medium-priced Panamas, even more this year than last, Lloyds are likely to raise their charges for risks on the existence of higher priced lines.

* * *

The black edged white cuffs and shirts have the mushroom style beaten for novelty and many Canadian men's wear men are trying to figure out when it will be worth while carrying them in stock.

* * *

It would take nearly that whole column of John Wanamaker's ad. to get in the name itself,—the Reading Terminal Market Business Men's Association. Probably the first step of his ad. expert would be a suggestion that it be chopped down a trifle.

Good Coat Linings

ARE ESSENTIAL

if you wish to please your Customers.

KIRK'S
Permanent
FINISH for
BOTANY WEFT
ITALIANS
has been so successful that it has come to be regarded as a guarantee of the wearing qualities of the Linings, as well as of the superior quality of the Finish, and is quite unapproached by any other process. The goods are absolutely permanent to the Tailor's Iron, lustre and handle are always maintained, and pieces kept in stock improve in appearance. The Black is dyed by the latest and most improved method.
KIRK'S PERMANENT FINISH
(Selvedge Stamp)
KIRK'S PERMANENT FINISH

PATTERNS showing FINISH, and Full Particulars from

THE BRADFORD DYERS' ASSOC., LTD.,

39, Well Street, BRADFORD, and 128-129, Cheapside, LONDON, E.C.

An Attractive Show Card for Window Display obtainable FREE on application to Leading Importers

BDA

Copyright

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

J. L. STIFEL & SONS

INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK
260-262 Church St.

TORONTO
14 Manchester Bldg.

MONTREAL
100 Anderson St.

BALTIMORE
114 W. Fayette St.

ST. LOUIS
426 Victoria Bldg.

PHILADELPHIA
839 Market St.

BOSTON
68 Chauncy St.

CHICAGO
223 W. Jackson Blvd.

SAN FRANCISCO
Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg.

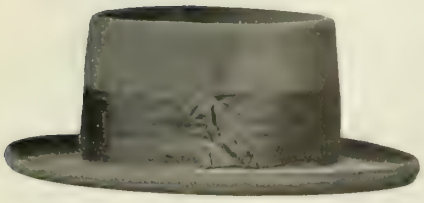
KANSAS CITY
205 De Graw Bldg.

ST. PAUL
242 Endicott Bldg.

WINNIPEG
400-02 Hammond Bldg.

Back Bow in Soft Hat Refuses to be Dislodged

Three-quarter and Side Stronger in Stiff Hats—Yeddo With Touch of Color in Band, Will be Pushed Again—Big Brown Checks in Caps Going Well—Pushing the Three-in-one Variety—Straws With Velvet Bands.



The Pugaree band, showing pleats and bow running on bias. Courtesy of Fried, Grills & Co.

THE deliveries of placing orders for Spring hats and the latest samples that are being added to jobbers' stocks in novelty lines bear out the general characteristics announced in The Review last September, higher crowns in stiffs and straws; narrower brims on straws, and a more pronounced roll on the stiff hats. On the other hand the early movement of the bow style from back to three-quarters, while steady, is not as universal as was felt some months ago, so that back and three-quarter will divide the field fairly evenly for the younger men and exclusive dressers, leaving the side bow to the more conservative, and older men. In soft hats, indeed, the rear position would appear to have the preference, as it did last Fall. In the stiff hats, on the other hand, many dealers intend to carry nothing else than three-quarter or side bows, considering the back bow in this staple line of headgear as the only thing permissible, leaving the back position to the more sprightly blue or green velour.

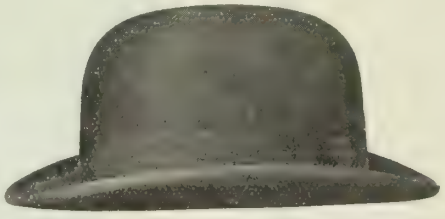
Stiff Hats.

In stiff hats the changes from last Spring are not as striking as in some of the other lines. The band will be of silk and will be wider than last year, in keeping with the higher crowns. A width of one inch is given as about the average, while wider bands are not uncommon. As indicated above the roll will be deeper and the brim narrower than formerly.

Blues Strong in Soft Hats.

In the coming months blue will be the predominating color in soft felts. This will be one of the most popular shades in new Spring suitings and headgear will be worn to match. Besides, blue is always a standard color. People never require much education to be persuaded to wear it, and it will replace to a large extent the browns and the greens which—especially the latter—were worn so much last Fall. Greys, of course, will always be strong and will form the staple in any stock.

A fashionable type of soft hat will be a flat set style with high crown, narrow brim and wide "pugaree" band. Two and a quarter inches will not be an unusual width for bands and, as in the other line, a heavy roll will be in vogue. The bow will be inclined to be loose and flaring and may be worn in any of the three mentioned positions, although in soft hats the smartest place will be uniformly aft or at the three-quarter mark. An extra touch is given to the bow by the addition of a feather.

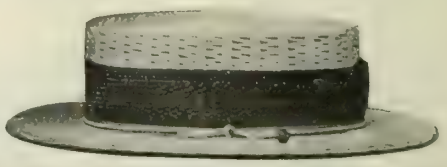


Stiff hats for Spring have higher crowns and a more pronounced roll. Courtesy of Fried, Grills & Co.

Straws With Velvet Bands.

One London firm is putting out straw hats with velvet bands, but so far as can be learned these are not likely to be "the go" in Canada. Removable silk pugarees will be strong, however.

For Summer wear, Sennet straw has the call and will be the most sold. A hat in the market, however, of yeddo straw deserves special mention. It is light on the head; possesses little starch in its make-up and is therefore of a serviceable shade, and has open work at the top of the crown which allows the breeze to play through the hair. It should make a popular seller for hot weather, and although introduced last year without much success it will be put on the market again this Spring and (if properly advertised and displayed) should prove a profitable line. It is one of the higher-priced ranges and is, therefore, worth considerable effort on the part of the salesman to introduce. A sample is shown here with dashes of green appearing in the black band and a bright green cord around the base.



Yeddo with band streaked with green and lighter green cord with ornament at bottom. Courtesy of Cooper Cap Co.

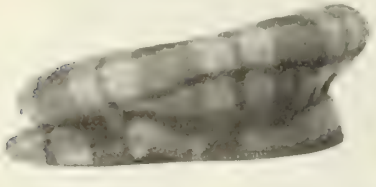
A Self-Adjuster.

An interesting innovation in caps being put on the market for Spring is the self-adjusting cap made to fit three sizes of heads. The design, while providing for a curious adaptability of the cap, is very simple. A piece of the cloth is fitted in between the peak and a broad silk sweat band, in such a way that while it does not disfigure the lines of the cap in any way, yet retains sufficient elasticity to grip the head firmly without any undue pressure. The cap, the makers point out, does away with the tiresome "trying on" and saves the retail dealer from the awkward plight of a customer not being able to find a cap that fits, as the one will suit three heads, i.e., 6⅞, 7, and 7¼, for instance.

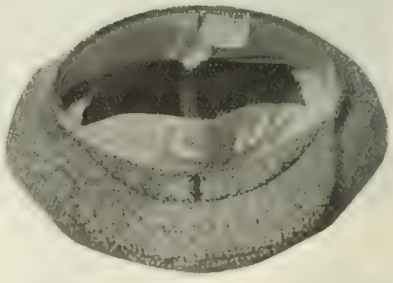
Large Checks in Browns.

Linings will not be found in general favor. In patterns, large checks of the different shades of brown are the nobby thing, and black, white and different shades of grey and brown are prevailing colors. Some plaid patterns of the Scottish hunting tartan type look very smart and dressy and will no doubt have a strong following.

(Continued on page 76.)



Big checks will be popular in caps.



A cap that will fit three different heads, 6¾ to 7¼. The piece of cloth between inner edge and peak, marked by arrow, gives sufficiently to allow for the difference. Shown by Cooper Cap Co.

Haugh BRAND

Duck and Wash Clothing

FOR MEN AND BOYS

Seven years' selling to wholesale only now offering direct to Retail—

WHITE DUCK AND KHAKI

Coats	Vests
Trousers	Motor Coats
Aprons	Long Shop Coats
Lustre and Alpaca Coats	Norfolk Suits
(Black, Slate, Fancy.)	Corduroy Suits

Boy Scout Suits, etc.

Haugh Brand garments, in Dust-proof packages, will meet any competition.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.

College & Bathurst Streets
TORONTO

Right where it's needed is the place where it's strongest

The toughest proposition the brave little housewife has to face to-day is to keep her boys well-clothed; in fact, to keep them in clothes at all.

The Lion Brand comes as the well-tried and proven solution to her troubles, with clothing that gives wear where it is needed.

Lion Brand pleases both parents and boys, and gives satisfaction to all.

Our catalog is worth having.

Write to-day for Catalogue.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :— Clinton, Goderich, Exeter, Zurich

Humphrey's Underwear has fibre toughness

MARITIME wools are world-famous for their fine texture, their tough fibre and unshrinkable quality, the result of constant contact with salt sea breezes.

This is the wool that is used exclusively in Humphrey's Unshrinkable Underwear, selected by experts, prepared and knit by skilled workmen, and every garment thoroughly inspected before leaving our mills.

It costs no more, but pays both retailer and wearer best. **Wholesaler will submit samples on request.**

E. H. Walsh & Co., Toronto

Selling Agents for Canada

Humphrey's Unshrinkable Underwear, Limited

Moncton, N.B.

"How a Salesman Can Be Most Valuable to Customer and Store"

If Working in Clothing Establishment He Should Look Well-Dressed—Wait Promptly on Customers—Work in Harmony and Make Suggestions—Knowledge, Judgment and Enthusiasm.

AT a banquet of a men's furnishing store in Cleveland, O., Browning, King & Co.'s, an innovation on the programme was a prize essay competition on the subject, "How a Salesman Can Be Most Valuable to Customer and Store." The one adjudged the best was by T. J. Wise, and is a level-headed view of a salesman's attitude, and well worked out.

"A salesman should make it a point to be loyal to the store he works for; he must act and show it in every way, not only in the store, but outside of business hours as well. Always praise the firm, their merchandise—and by so doing you will boost their business and your own. Always make yourself have confidence in the store's merchandise. In some instances the store may receive goods that in your opinion do not come up to the standard you think they should carry, but don't criticize and run down the goods, as it has a bad effect on your fellow salesman and also makes you lose confidence in the goods yourself. Show your loyalty to the store by working hard to sell the hard numbers. It is impossible for any store to always buy the goods that are easy sellers, and we should all put forth an extra effort to dispose of the hard-to-sell merchandise. Do not forget the fact that we salesmen are paid to sell the firm's merchandise, not to criticize it.

"The salesman should also make a study of the goods he sells, he should acquire a thorough knowledge of same, so that he can answer intelligently any question a customer might ask in regard to them. In so doing the customer will gain confidence in the salesman, which is half the sale, and it will bring him back again.

Good Personal Appearance.

"A salesman should always make it a point to put up a good appearance, especially if he works in a clothing store; I don't mean that a salesman should go beyond his means in his dress, but he can be careful in selecting his apparel, so that he looks well-dressed. He can advertise the firm's goods more than he realizes himself. People who know you are connected with a clothing establishment are quick to observe any new garment you wear, and also note the cut and style of your clothing, hats and furnishings, so let us all be careful in our dress, and make as good an appearance as possible.

"How can a salesman best serve the customer to show the best results? In my opinion, this is the vital point in the success of any retail business. The salesmen can make a great showing if they will only pull together, and make it a point to be pleasant and courteous to every customer they meet; make them feel at home in your store, impress them with the fact that it is a pleasure to wait on them.

Bringing Customers Back.

"I can recall quite a number of instances where customers have come back to our store and bought from us because of the proper treatment we gave them. We can also well serve the store and the customer if we all are on the alert to approach customers and see that they are promptly waited on, whether it be in our own department or not. If the customer should want to purchase something in some other department than your own, and all the salesmen are busy, step in and show him goods, until you can turn him over to someone. It is impossible for the floorwalker to approach every customer who enters the store, and we can assist him very much if we all make it a point to meet customers and see that they are served. Let us have people who come into our store say it is a pleasure to trade with Browning, King & Co., because the salesmen are so prompt and courteous.

Deliver When Promised.

"I also think a salesman can well serve the customer and the house if he makes a note of what time the customer he waits on wants his purchase delivered; go to the tailor shop or bundle counter and impress on those two departments that they must get the goods out when promised. The salesman should get the customer to give the tailor as long a time as possible to make the alteration on his suit or overcoat; in so doing you help the tailor, and the customer is not so often disappointed in the delivery.

"A salesman can increase his sales wonderfully, and also the sales of other departments, if, after making a sale, he will suggest other goods to the customer. If a customer asks for a certain article or make of goods which you do not have in your stock don't let him get away; suggest to him that we do not carry the line of goods he asked for, but we have something just as good, and show him the article at the same time. In this way many a sale can be saved.

No Petty Jealousies.

"The salesmen of any store should always try to be on friendly terms with each other. Do away with the petty jealousies that come up in business; be honest and on the square with one another at all times. Never start an argument in front of a customer; it makes a bad impression.

"The salesman should always see that his stock is kept clean and in good order. It always creates a good impression with the customer if you can lay your hand quickly on the garment you want. A salesman should always work in harmony with the head of his department; help him in every way by making suggestions for the betterment of the department. It will be appreciated, I assure you, and it means the success of your store if you all work together. As I write this essay a great many things come up in my mind which apply to this subject, but will close now by making a suggestion. No doubt there will be many good things said here to-night, so let us all profit by what we hear, and practice what we preach; by so doing we will well serve the customer and also the store."

The second in a lengthy list of those judged worthy of a prize was by D. N. Jerauld, scarcely as practical or definite but still full of good ideas. He divided the subject of the value to the customer into three headings, Knowledge, Judgment and Enthusiasm.

The Risk of Bluffing.

"If ever 'knowledge is power' it is to the salesman who knows his line, and this is one of the prime essentials in dealing with a customer. A lack of such knowledge reveals itself in a weak

KANT KRACK

COATED LINEN

COLLARS

In Every Walk of Life

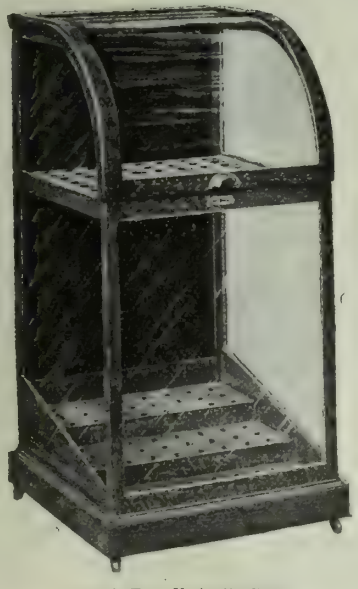
you will find men who wear and appreciate KANT KRACK collars. They are durable, because they wear longer than the ordinary kinds, being made with the slit back and flexible lips. Economical because they wear long and eliminate laundry bills —(washed with soap, water and sponge), dressy because they have the regular linen appearance in fabric and cut

"One grade only, and that the best."

MADE IN CANADA. SOLD DIRECT TO THE TRADE.

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

Suggestions for better display and store service



Round Top Umbrella Case.

The "Wood" store fixtures, display cases, hold an elevated position in store-fitting of to-day. They offer the merchant valuable suggestions for better display of goods and better service to his patrons.

Our new catalog contains ideas which will prove of value.

CATALOG SENT ON REQUEST

Supply is limited, write for your copy to-day.

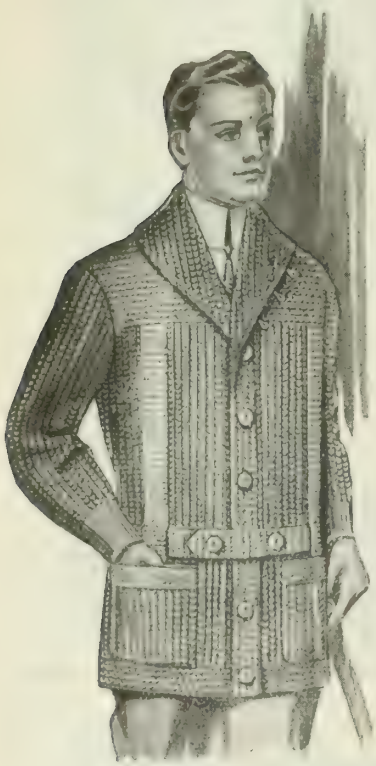
Fitting Mirrors.

H. L. WOOD & COMPANY

Corner of Noble and Strickland Sts.

"MONARCH KNIT"

The standard for style, quality, workmanship



M 135

THE accompanying cuts and those in the following pages represent a few good values and styles in Knitted Goods in our 1914 range.

M 170

B 70

B 61

OUR travellers are now on the road with the best range of Fancy Knit Goods ever displayed in Canada. They will show you new styles in Sweater Coats for men, women, youths, boys, girls and infants, also pull-over sweaters, toques, mufflers, motor scarfs, senoritas, skirts, aviation caps, and motor hoods.

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at:

DUNNVILLE **ST. CATHARINES** **ST. THOMAS** **BUFFALO**

"MONARCH KNIT"

The standard for style, quality, workmanship

M 203

Suit 9

K 60

Suit 18

WE would appreciate it if you would not place your order for Knitted Goods until you see our travellers.

Order from our traveller and so get your goods when you want them.

M 183

The

Monarch Knitting Co., Limited

Head Office, DUNNVILLE, ONT.

Factories at:

DUNNVILLE **ST. CATHARINES** **ST. THOMAS** **BUFFALO**

uncertainty on the part of the salesman, which has lost many a sale, and if he endeavors to hide it under a bluff he runs a chance of being discovered by a critical public.

"Second to a knowledge of his line, a salesman should try to acquire a fund of general information that can be used incidentally. Nothing so impresses a customer as to have a salesman able to converse intelligently on any subject that comes up.

"Judgment.—If knowledge is power, then judgment is the right use of that power. We often hear of a salesman who is resourceful, tactful and diplomatic, which really means that he uses good judgment. He uses it in handling his customers and catering to their whims. He does not forget that it is up to him to extract the almighty dollar from them with the least possible pain. He creates a favorable impression by being cheerful, polite, and, above all, having an obliging manner. Antagonism melts before a smile. The old motto of the photographer, 'look pleasant, please,' has sold many a customer. He encourages his customer to have implicit confidence in him and his goods. To do this he is honorable in his dealings, positive in his statements relative to the goods he is selling. He avoids arguments, if possible, and exercises self-control in meeting the insults of customers, realizing that the ability to do these are a salesman's great assets.

FOR THE SALESMAN.

Be loyal by working hard to sell the hard numbers.
Acquire a thorough knowledge of the goods.
Look well-dressed.
Be pleasant and courteous to every customer.
See that delivery is on time.
Avoid petty jealousies in your department.

TWO-BUTTON SPRING SACK

This two-button sack suit has a coat about 30 inches in length. It is distinguished by the soft roll, semi-notch lapel, natural shoulders, form-fitting back, and rounded corners. As in the other the sleeves are somewhat narrower than before, vest is cut rather high and has 6 buttons. Trousers are straight-hanging and a little narrower than has been worn recently. Cuffs on trousers may or may not be worn, according to taste. Model of E. G. Hachborn & Co.

Courtesy of E. G. Hachborn & Co.

'Ginger' of a Sale.

"Enthusiasm. — Enthusiasm has accomplished practically all the greatest undertakings of the world. The part it plays between salesman and customer is paramount. It multiplies the salesman's power and raises his ability to the highest point of efficiency. Enthusiasm is the 'ginger' of a sale; without it the efforts of the salesman are flat and tasteless, and the customer remains unimpressed. Goods enthusiastically presented are half sold.

"If we are enthusiastic in our work and over our goods the customer will catch the fever. We will repeat our division of qualities a salesman should possess to be of most value to a customer: Knowledge, Judgment and Enthusiasm. But the greatest of these is Enthusiasm; it is the keynote of the salesman's success.

"The second phase of our subject, namely, 'How Can the Salesman Be Most Valuable to the Store?' is in a large measure included in his value to the customer, for the one reacts to the good of the other. But there are perhaps a few points which I might suggest as having a more definite relation between the salesman and the store.

First Impressions.

"First—The salesman is under more obligation to the customer than the customer is to him. He should appreciate his customer and be on the alert to make as many as possible on the outside, by always having a good word for the store.

"Second—Nothing creates in the customer a desire to buy like stepping into a well-ordered and attractive department —well-kept stock, clean cases, including, of course, well-groomed clerks. 'First impressions are lasting impressions.'

"Third—The salesman should never forget to be watchful of his conduct, for customers are inclined to form from him their opinions of the house and visit upon it all his short-comings.

"Fourth— Be ever mindful of suggesting goods in other departments; a valuable salesman will always do this. Last, but not least, let the relation between salesman and management be most cordial, and that does not necessarily mean intimacy. Then let there be perfect co-operation on the part of the entire working force, and we challenge you to find a more ideal condition in any store in the country. In the common vernacular of the day, 'Can you beat it?' "

COLORED WAISTCOATS

AN attempt is being made to enliven informal evening dress by having the waistcoat include colors such as red and blue distinctly but not conspicuously, while the use of color cannot be vetoed as the scheme is informal and so admits of considerable latitude, but there are many who would dislike to see it carried out to any conspicuous extent for fear it would approach too closely to the line where a sufficient differentiation from day clothes could not be made.

S. C. S.

Are you waiting for a windfall, or—

are you climbing the business tree yourself and gathering in the big juicy apples and leaving the culls for others less ambitious? To-day, the man, the woman, the boy or the girl, who prepares for the better position is sure to get it and along with it, the better money. Start in now on a mail course in

CARDWRITING
AD. WRITING
or SALESMANSHIP

with the Shaw Correspondence School, and you will be on the first branch of the tree—Success. You can start six months from now, but why waste six months? Start now, and be better prepared to earn the bigger salary at an earlier date.

THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts.
TORONTO

THE
S.C.S.
TORONTO

Please forward particulars re the course below marked with a cross.

CARDWRITING
AD. WRITING
SALESMANSHIP

Name.....

Address.....

.....

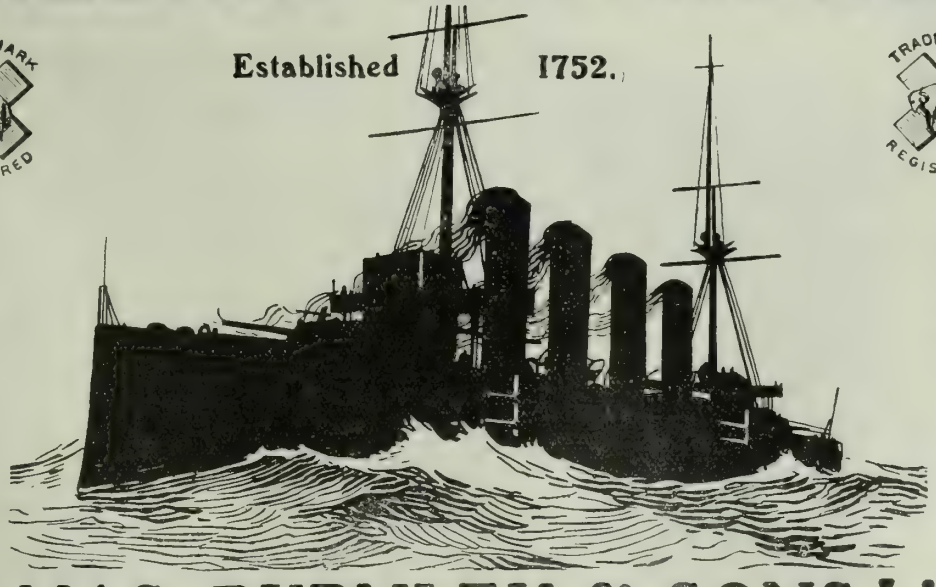
D.G.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Allover Flower Effects Supplanting Border End

Bordered Ends Not so Strong for Spring—Will Black Edging on Dress Shirts be Accepted in Canada? — Combinations of Bright Colors in Knitted Ties.

A type of all-over-flowered effects in silk ties that will be very popular in Spring. Note wide effect on collar. Courtesy of Stanley & Bosworth, Toronto.

THE tendency in ties favors the all-over flower effects supplanting the border ends to a great extent, for Spring. This is true so far as England, France, Canada and the United States is concerned, and some very pretty designs are shown with the all-over patterns.

A tie which is quite popular just now is a loose weave silk, nearly four inches wide, which ties up very easily with a wide flare below the knot. It is made up in club stripes and combinations of bright contrasting colors such as burnt orange and old rose, green and heliotrope, Paddy green and Royal blue. It is pinned down below the knot to increase the effect. It is a change from the narrow accordeon pleated.

A man who usually is well informed stated to The Review that the fashion of a narrow black border on dress cuffs and a black line down the front of the shirt would be recognized in Canada within a few months, probably next Fall. He thought the mushroom shirt would be included in evening dress (formal) wear as an easy fitter.

BACK BOW IN SOFT HAT REFUSES TO BE DISLODGED

(Continued from page 68.)

In all lines of headgear the standard of quality is advancing. Canadians continue to be satisfied only with the better grades. The cheaper ranges of hats and caps are being neglected more and more every year. One manufacturer went so far as to declare, "The fifty cent cap will soon not be on the market at all." Almost every retailer is found to be steadily raising the quality of the goods he carries, and the great demand for "specially" good headwear in a few quarters shows that there is much room for development in this direction on all sides.

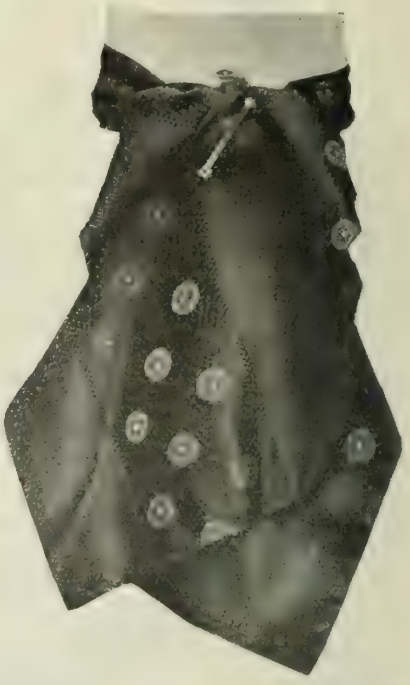
SPECIAL RATES FOR CITY MERCHANTS.

Ottawa, Jan. 17.—The Post Office Department has not changed its attitude with respect to the provincial zone system for parcels post in Canada, the operation of which will begin very soon. The whole system was given most careful consideration before the plans were drawn up, Dr. Coulter, deputy postmaster-general, states, and he declares that he is unable to see how the Government can be accused of discriminating in favor of Toronto.

"There is no special rate from Toronto," he said to-day. "A London merchant can send parcels just as cheaply as a Toronto merchant, and, in his own territory, should be able to do it more quickly. On the other hand, the merchant at Sarnia, St. Thomas or some other point would be entitled to raise just such objections against London as London has raised against Toronto.

Objections Were Met.

"It was to meet this objection on the part of merchants in smaller places that we made provision for a local zone of 20 miles, within which there will be a special rate. That is, for the area within



Double Ascot tie, a new and popular line, made up by Stanley & Bosworth, Toronto. Ends cover lower part of wings of collar. Note easier fitting collar.

20 miles of London there will be a rate that will offer special advantages to London merchants."

The view expressed here by those in close touch with the question is that the parcels post, taken in conjunction with rural delivery and the rural 'phone, should be of great advantage to the smaller merchants. An order sent in over the 'phone can be sent by parcels post and delivered within a few hours by the rural delivery. The same order sent to Toronto would not arrive until three days afterwards. Hon. Mr. Pelletier is known to be exceedingly anxious to make the system not only the most efficient possible for all parts of the country, but to bring it into operation as soon as possible. He had hoped to have it in shape by the first of next month. That, however, may not be possible, but an early opening up of the service is promised.

DON'T SAY IT.

From this good dope don't run away,
'Twill save you trouble day by day,
'Twill make you smile and raise your pay,
'Twill help to make the old world gay;
When you ain't got a thing to say—
Don't say it.

Display Your Stock

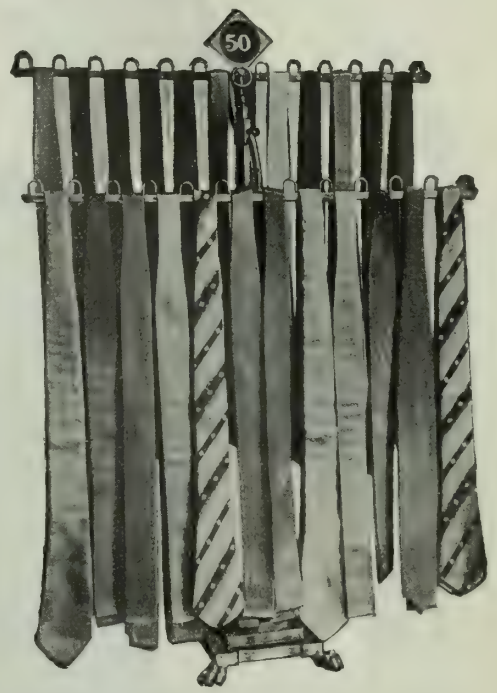
No. 246, Vest Form. Price, each . . $4.00

On Proper Forms and Fixtures.

Vest and Coat Forms are invaluable for this use—the cost is small and results large in profits for you.

The No. 1056 Tie Stand is just the thing you need to make your Spring neckwear sales the largest yet.

Send for our complete catalogue. Write for it to-day



No. 1056, Tie Stand, Price, each $5.50

Clatworthy & Son, Limited - Toronto, Ont.

161 KING ST. W.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

THREE-BUTTON SPRING SACK

This suit is three-button sack, the coat being medium long, about 31 inches, with notch lapel, natural shoulders and semi-form fitting back, sleeves a little narrower than formerly. The vest is cut rather high, and has six buttons. The trousers are straight-hanging, and a little narrower than heretofore. Cuffs may or may not be worn on the trousers. Courtesy E. G. Hachborn & Co.

GRADUATE RATES WILL SUPPLANT MINIMUM.

There has been considerable misunderstanding in connection with the reduction of express charges to be made on February 1 next as a result of an order of the board, and the Dominion Express Company hastens to explain matters before the regulations come in force.

The order refers to shipments carried by two or more companies between points in Canada, and to shipments subject to graduated charges.

Section C of rule 9 of the conditions of carriage on classified shipments imposing, subject to qualification, a minimum through charge of 60 cents when the through or aggregate rate per 100 pounds is less than $2, should be abolished on February 1. The qualification referred to in this section indicates that when the graduate charge under rate of $2 per 100 pounds is less than 60 cents, such graduate charge applies instead of the minimum. Therefore section C will be discontinued and when shipments are carried by two or more companies there will then be a single graduate on the through rate without the minimum.

HINTS TO BUYERS

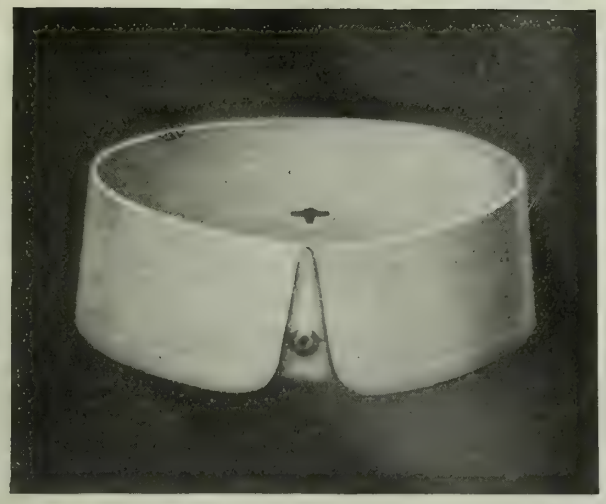
"NEW WAY" OF MERCHANDISING

"How to merchandise the New Way," is the title of a catalogue issued by the Grand Rapids Show Case Company, Grand Rapids, Michigan, and so great has been the demand for this unusul type of catalogue that already four editions have been run off. The book contains a number of fine, clear views of stores that use the "service" provided by this firm in revolving wardrobes, etc., and the idea is extended to plans of the stores, many of them laid out by the firm's special architects. The principle underlying the "New Way," is to improve the means for bringing the prospective customer in contact with the goods, showing the line to advantage; handling goods as they ought to be handled, saving clerks' time and labor, increasing sales and conserving profits. A big programme, but backed up by results published in this catalogue.

A NEW FIRM.

Tauber Brothers & Company have opened an office and warehouse in Montreal at 67 St. James Street, where they will handle a full line of general dry goods, and all kinds of jobs for the trade. They have branch offices in London, England, St. Gall, Switzerland; Plauen, Germany; Pernambuco, and Rio de Janeiro, Brazil. With their wide buying connections this firm is in a position to offer to the Canadian trade some exceptional bargains in almost every class of dry goods. Buyers visiting Montreal will find it profitable to visit the warehouse of Tauber Brothers and Company.

Worn by the Best People
Sold by the Best Dealers.
"CEETEE" UNDERCLOTHING
PUREST WOOL ONLY — UNSHRINKABLE
The C. Turnbull Co. of Galt, Limited. GALT Ontario
Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.



Watch this advertisement for selling points of the famous

CHALLENGE COLLARS

—the favorites with male Canada

The Arlington Company
of Canada, Limited
58 Fraser Avenue, **Toronto**

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

(Made in France)

Guaranteed for one year

S. E. PORTER & CO.

Sole Agents for Canada

Complete Stock on hand

at

"Birks Building"
MONTREAL

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

"The Phantom of Fear"

The imagination when seized with Fear will create things more terrible than either sickness or hunger.

A few days ago a young man was selected to present a business proposition to a number of manufacturing firms located in a large industrial centre. He had just completed a "college education," came of a "good family,"—his father had made a success in business, and as far as we can judge raw human material, he measured up, in mentality and in character, above the average.

But in the Scheme of Life, the value of a man's ambitions is determined, the quality of his character is tested, and the fibre of the moral and mental courage that runs through his being is developed and strengthened, by coming in contact with the realities of life. No man can predict, with any degree of certainty, this thing or that of any other man until his sincerity has been called up for judgment before the Court of Experience.

After a preliminary training in New York City, this young man started on his first business trip; with all necessary information, money, opportunity, an unusual business proposition to place before his prospects and a fine position awaiting him as Assistant Manager of a Magazine, if he proved to be made of the right substance.

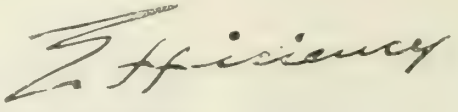
When the train pulled out from the Grand Central Station, facts, realities, verities and uncertainties came thudding through his brain. For the first time the threads of safety, certainty and security were severed. Day-dreams tottered and fell clattering one by one. College illusions and fancies were turned to for assistance, but these castles had crumbled to white ashes. Bubbles of conceit bursted and vanished,—the mirage had disappeared, and everywhere stood silhouetted the great black shadows of Reality—the necessity of dealing with life on the strength of his own courage.

WORK, a strange monster, with shapeless hands and stalking feet, confronted him at every turn. He planned to return home at the first station stop but did not have the courage—his entire being was frozen in a block of life's cold and rigid uncertainties. When he stepped from the train strangers were everywhere—humanity looked different than it ever had. He went to his room and retired at three o'clock in the afternoon. In a little while he arose and with trembling hands fumbled through his lists of business prospects, and each of these manufacturing firms had been transformed into a "phantom."

The next day he passed by the door of a few business houses but returned to the hotel without making a single call. In a little while he wired for money and when this came the fear of being forced to meet life on his own individual strength was temporarily relieved, but still the Night of Work hung about him like a dismal fog.

For twenty-two days he sat in the lobby of his hotel or turned restlessly in his bed, his mind constantly filled with the Phantom of Fear. Around every place of business he built, with his imagination, a wall filled with dark crevices in which lived the Ruminants, Owls, Bats and Dragons of Fear. On the evening of the twenty-second day he returned to New York City, pursued and beaten by a phantom—a thing that does not exist.

And the Phantom of Fear has forced the imagination to create all the ghosts and ghouls that ever haunted either the "grave-yard" or the courage of man.



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What We Shall Wear in the Spring

Tendency for Business Quarters to Develop Styles of Their Own — Brown Has Really Gone — Chesterfield and Balmacaan in Overcoats, Unlined—Brown Long Dress Bow Tie Replaced By Short—Wearing of Odd Trousers.

Some ideas of men's wear magazines

THE first Spring jacket suitings have shown a considerable preponderance of grey," says a London writer in Haberdasher, New York. "Stripe designs are losing favor, and check patterns seem to be on the upgrade. I write while we still have the winter to get through, and during the winter the brown suitings that have been left over will be used up to a certain extent; but brown has really gone. These brown suits have the stripe character, which the Spring will displace by checks.

In the matter of material, Saxonies and Angolas seem to be a little more in favor than last Spring. Cashmeres are still fashionable, and the bluish-grey tone which I liked so much continues to be quite fashionable. There is nothing at all to show that it will be the rage; but, as it is in line with the tendency towards grey and gives a little more color, it will certainly be wearable. For country wear, Cheviots and the harsher tweed called Bannockburn will receive a certain amount of favor; but I do not think it is going to be a tweed or a homespun season. As yet, however, it is rather early to predict with too much assurance what will happen.

For Business Wear.

The tendency for business quarters to develop styles of their own seems to be increasing. There has lately been a considerable revival of an old style which, when I was young, had quite a smart effect. This was a suit, consisting of a black jacket and waistcoat—in those days the jacket generally double-breasted—worn with light trousers. This is the suit with which city men, particularly on the Stock Exchange, first began to wear a silk hat at the same time with a jacket, to my mind an odious combination.

This style of suit is being revived, and its connection with the old idea is shown by the fact that the jacket, although not double-breasted, is cut rather square, and with lapels not rolling quite so far down as they are rolled in the ordinary lounge suit. This is in line with the general tendency; jacket suits are not cut with such long rolling lapels as they used to be. With the business suit that I speak of a wing collar is worn, and either a bow or preferably a small loose-ended knot in a dark color. Shepherd's plaid trousers are sometimes worn with it, not at all unacceptably.

LONDON SPRING STYLES.

"Browns have really gone," in suits, and checks will replace stripes.

Jacket suits with shorter lapels.

Double cuffs in overcoats and shirts discredited.

One-button overcoat finding favor for evening wear.

Unlined overcoats for business wear.

The Spring Overcoat.

Winter overcoats, as I predicted, run rather to nap cloths, and the strap back is an idea that has worked itself out. Double cuffs in overcoats and shirts, too, are entirely discredited. It is quite true that you see plenty of double-cuffed shirts in the ready-made shirt windows, but they have no fashionable vogue. For the Spring I think an unlined overcoat will very likely have a run. The so-called reversible cloths, having a different pattern on the back, do not seem to have caught on, and all that is required of an unlined overcoat is that the under-side of the cloth should look unobjectionable. The best makes of these unlined overcoats are made with satin-lined shoulder, so that the coat may slip on easily.

It is difficult to say that there is anything new in the cut of overcoats. The one-button overcoat—the button at the waistline—is a good deal talked of, and for evening wear in the black evening overcoat it is not without its recommendations. The less buttoning you have to do on an evening coat the better. For the daytime wear a man is liable to have a walk in the wind, or ride in an automobile, and a coat with skirts that can be blown about with the wind is a nuisance. The collar of an overcoat for heavy wear is now generally made so that the lapel can be buttoned right across the throat without turning the collar up to the ears. This is an idea that was introduced some considerable while ago, and it has so many conveniences, especially in these days of automobile travel, that it has quite forced itself upon the public acceptance. Of course, this does not go with the one-button ideas, and the latter is really an evening dress overcoat idea more than anything else.

We quite feel nowadays that evening dress requires an overcoat of its own. Just any coat used for all wear is not satisfactory for evening dress. What we use is a plain single-breasted Chesterfield in black, with a black collar and very often silk-faced lapels. Of course, this is nothing like so satisfactory as the antiquated evening cape overcoat fastening at the neck with a buckle—an overcoat that hung about a man like a cloak, and had a romantic mediaeval, Italian sort of effect. I never recollect a winter season in London when I have not seen a smart man here and there wearing this cape evening coat. It is not in the least fashionable; the fashion for it died long ago; but yet it can be worn any time purely by the grace of its own intrinsic comeliness.

A certain number of things not fashionable, yet never out of fashion, always exist. The blue indigo serge suit is another example of it. There is never any necessity to wear it; no occasion urgently demands it. Yet it is never otherwise than in good form.

The Evening Tie.

The orthodox evening tie of the day, always white, is rather broad, and ties into a somewhat short, fat bow. Butterfly evening ties are not at all worn, and the long bow of recent seasons has given way to the short one. The breadth of the tie redeems it from the paltryness sometimes associated with a small bow."

NATTY CLOTHES

AT the Aerodrome, at Hendon, England, on a recent afternoon, some very natty effects in clothing were to be seen, says Men's Wear, New York. One of the aeronauts performing was very neat in a navy blue serge, double-breasted suit, over which a double-breasted overcoat of heavy navy blue box cloth, with belted back and

two side pleats, was worn. Lord Grosvenor, who was also present, wore a knitted Spencer overcoat, lounge suit of dark brown Scotch herringbone, and motor cap of the same material.

Sir Bryan Leighton wore a lounge suit and overcoat of a brown material, with a touch of purple in it. A black bowler hat and mahogany brown shoes and socks completed his outfit, which was perhaps the most fashionable present. His overcoat was cut double-breasted and finished at the back with a belt and side box pleats.

A tasteful English costume was worn by Mr. Clifford Harman, who, it is said, is a wealthy American motor enthusiast. He had on a navy blue single-breasted loose coat of box cloth, with fly front, double-breasted lapels and outside handkerchief pocket, a heavy-weight navy blue serge suit, white buckskin gloves and a black hard bowler—a very neat garb.

BROWN SOFT HATS

"A NUMBER of high-class stores in several cities in the East this Fall reported dark brown hats were received with favor, and salesmen travelling in several sections report a good sprinkling of orders for this color for Spring," declares "American Hatter." "The introduction of brown hats by the leading retailers is assured of the support of the public, and as the Spring season develops the vogue will strengthen.

"In trimmings velvet bands are passe, but scarf bands will be a dominant factor. Incidentally a novelty in trimming has been introduced in the form of a leather band, which is very attractive. It is a thin leather with a small neat pattern cut out, to be used either plain, showing the felt of the hat through the design or with a narrow insertion of silk similar to the lacing on sweat leathers.

"In stiff hats, taper crowns are gradually growing in favor with the better class o trade. This, of course, means higher crown and narrower brim dimensions, with more roll to the brim. The best dimensions are 5¼ x 1⅞ for this style. A novelty derby that is meeting with some success has a dish brim.

"In straw hats for next summer there is a strong tendency in high-class trade for soft braids, such as Milan and particularly in body hats, such as leghorns, Madagascars, etc., in shapes that follow the general mode of prevailing soft hat styles and trimmed with sash bands. These effects will be a strong factor in the coming straw hat season.

"Velvet bands with straw hats are not favored to the extent that the opening of the season had seemed to indicate they would be. It is better policy for retailers to have their straw hats trimmed regularly, and then have a stock of adjustable bands for customers who require them."

SOME LONDON OVERCOATS

A NEW double-breasted overcoat appeared lately in London, says Men's Wear London correspondent. Its distinguishing characteristic is the shaping at the chest, which is secured by introducing two seams, one on either side, thus making the front fit closer to the figure below the waist than is usual with a double-breasted coat. The coat falls just to the knees, has a loose back with centre seam and long vent. It looks particularly well in heavy blue box cloth or melton.

A coat combining the lines of both belted and Chesterfield shapes was recently noticed on the streets of London. It was a single-breasted Chesterfield, with a double-breasted lapel, the buttons coming through. Waisted back and a belt laid on were further features of the coat. Four minute pleats at the top secure the Chesterfield shape; below the belt, except for a long vent, the coat was plain. It is a smart-looking coat, but it requires a smart man to wear it.

SPRING WALL PAPERS

PRINTED oatmeal ingrains are showing strong for Spring with many new and taking designs. A large number have effective borders, 9 inches or 18 inches in depth, and arranged so that they can be cut out.

"There are many charming foliage and floral independent tapestries," says a large manufacturer. "These are printed in rich dark colorings and also in soft tones to suit each particular requirement. Many of these by aid of the ink embossing process, closely resemble the actual fabric. Engraved burlap and other interesting fabric grounds are an innovation which will certainly appeal to the aesthetic taste of the consumer of high class wall papers. These with the Ooze and Cordova Leathers are shown in the plain goods with an exquisite scenic frieze and also with a cut-out frieze and base of classic scroll design. There are also trimmers provided for these engraved papers which are brought out in the bright clean colorings which are being introduced in the latest decorative styles. A number of appropriate patterns are printed on these engraved grounds, some with crown and base treatments and others with 18 inch friezes. Wash colors are used to a large extent so that the grain and weave of the engraved under-print is not obliterated, but plainly shows through the transparent coloring matter."

There are wide lines of independent ceiling papers, including ink-embossed, for use in halls, libraries, etc., with new samples of white and cream grounds. Some are being shown in tapestry finish in a variety of shades to blend with any kind of wall coloring.

KEEP TRACK OF COSTS

The end of the year is, in fact, a time when the merchant should endeavor to probe to the foundation of every phase of the business. He should "get behind the totals."

When the books are closed he finds that the total cost of doing business for the year has been, say, $9,000. Reckoning on the turnover this figures out at about 20 per cent. This is the percentage that he has found necessary in past years so he feels convinced that his business costs are down to an economical basis and does not investigate any further.

A merchant located in an Eastern Ontario town once got the economy bee in his bonnet—as he himself phrased it—and started in to study store expenses. He had been doing business on a twenty-one per cent. basis prior to that and had believed that to be a fairly average allowance for costs—until he met another retailer doing business on somewhat the same scale who was getting along on eighteen. It was this meeting which got him started on the cost economy.

In the next two weeks he located an astonishingly large number of small leaks—little things which were unnecessarily costing him ten cents here and a quarter there, small items in themselves but gigantic in their total. There was a remedy for all of them, simple enough to find when the need for it was recognized. A little more system was the remedy in most cases.

The installation of red bulbs to show when the lights were left on in the cellar made quite a difference in his monthly electric light bills. A system for the checking of all material which went out on tinning and furnace work, wrought marvels in that department, loss of supplies being reduced to a minimum. And so on all down the line. He was able in time to get his expenses within the 18 per cent. mark, and that without scrimping in any way or putting a check on expansion in any direction.

THE Deacon SHIRTS

Our new Fall range is now being shown by our travellers.

Our samples include the best-selling lines of former seasons, as well as the latest novelties of the world's big mills.

Be sure to see our samples. You cannot afford to pass them by, for our values are the best being offered.

We are prepared to serve you with your immediate needs and will be pleased to submit samples.

We make a shirt for every need. Let us show you.

Quality is the highest and prices the lowest.

THE DEACON SHIRT CO., Belleville, Ontario

LAMSON

Lamson Cash and Parcel Carriers

—bring to you the means of mechanically doing important work heretofore done by hand, and at the same time doing it much better, quicker and cheaper. ASK YOUR NEIGHBOR!

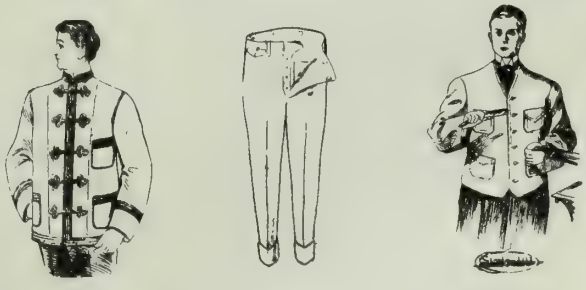
Wire, Cable, Tube, Belt and Pickup Carriers.

The Lamson Company, Boston, U.S.A.

Representatives in all principal cities.

SERVICE

MILLER BRAND
Duck Clothing



"AHEAD OF ALL"

Our duck service and specialty clothing comprises all the popular styles for all classes of trade. We are masters in the art of tailoring uniforms for **Cooks, Waiters, Barbers, Bartenders, Butchers, Grocers, Doctors,** etc., and guarantee every garment to give absolute satisfaction.

The "Miller Ahead Of All" label is also found on the best-made Militia and Cadet Khaki Uniforms, Boy Scout and Girl Guide Outfits, Choir Vestments, Academic and Professional Robes.

Let us know what you are interested in and we'll send catalogue and prices.

The Miller Mfg. Co., Ltd.

251-3 Mutual St., Toronto

A SAMPLE ARTICLE

Salesmanship and Service

By W. M. Van Valkenburg in The "Retrado"

A NOTABLE change has taken place in the last few years in the methods of retail merchandising. In the old days, "let the buyer beware" expressed the attitude of most shopkeepers towards the buying public. The aim was to make a profit at all hazard. The one-price store was a rarity; exchanges were seldom granted, and then grudgingly. If the article bought was not satisfactory, that was the buyer's misfortune, but imposed no obligation upon the merchant. The practices of the trade were such that haggling over the price and standing by the bargain once made were accepted as a matter of course.

Far-sighted Policy of To-day.

To-day every reputable store makes one price only to one and all customers. Moreover, exchanges and refunds are freely allowed. Experience has found it to be good business. It is a far-sighted policy. The petty losses of to-day are more than offset by continued patronage from satisfied customers to-morrow. A hard-fisted, grudging policy in the handling of complaints will mean restricted business and slow growth.

"Service is continuous" is the maxim by which the merchant must shape his policy. Competition on the selling end of the business is growing keener than on the buying end. The buyers of all big houses meet and mingle in the same markets. They have access to the same goods and buy on the same terms.

Demands Best Type of Service.

Then the features that distinguish one store from its competitors, that make it stand for something distinctive and characteristic in the mind of the shopping public, are the features of its service that excel those of its rivals. And here is reached the aspect of the question of most significance to the salesman and saleslady. Successful merchandising demands the best type of service to customers, and this, in turn, demands a well-trained, courteous, intelligent force of sales people. The public must be attracted to the retail store, not merely by the advertising of new goods and bargains, but by the assurance and maintenance of fair, intelligent, and liberal treatment. With so many points of contact with the customer, it is obvious that successful selling depends largely on a thoroughly trained organization. Business success requires inventories of the mental stock as well as of the business stock.

"Know your goods." If you know of any interesting process through which an article passes in the process of manufacture tell your customer, create an interest in the article, get on his side of the fence. Your prospective customer doesn't care one cent for what you have to sell until you can show him that you have something that will benefit him.

Fairly Heavy.

A customer who knew that the weight of a desk had something to do with its value, asked what the weight of a certain desk was. The salesman did not know. Taking hold of a corner of the desk and lifting he remarked that it was "fairly heavy, though." Now the customer had read in a mail order catalogue that his local dealer would ask the same price for a light desk that the mail order house would ask for a heavy, substantial one. The customer had a motive in asking the weight; he was mentally comparing values. He went out without buying, when, by being well informed or making an effort to supply the information, the salesman would probably have closed the sale.

Pointless, Blanket Claims.

Pointless, blanket claims are the curse of salesmanship and advertising.

"Best sardines in the world" is over used and general; "Tender, spicy little fish from the coast of Norway, packed in pure olive oil," is specific, illustrative and desire-creating. Other essentials we will enlarge upon in some future issue.

Suggestion in Selling.

"Suggestion in salesmanship." We think this the most important point to be discussed at present.

The word suggestion means very little to the average man, and yet suggestion exercises a marvelous power in politics, religion, medicine, salesmanship and advertising.

Here are two valuable laws for all salesmen to keep in mind:

1. The subjective mind is amenable to control by suggestion.

2. The subjective mind is incapable of controversial argument.

Let us remember that we cannot antagonize and influence at the same time. For this reason a good salesman will not controvert what his prospective customer says, nor argue with him or her in any way.

There are four kinds of suggestions:
Positive and negative.
Direct and indirect.

The positive says, "This hat will give you excellent satisfaction;" the negative says, "You wouldn't want this kind of a hat, 'would you?"

The positive says, "You can get two collars for a quarter and save a nickel;" the negative suggestion accepts the 15 cents and says, "That's all, isn't it?"

Suggesting Negative Response.

The direct suggestion is a positive suggestion made by one man to another. The indirect suggestion is a suggestion made by a third party. For instance, you ask Jones how he likes a certain stove. Jones says it is fine, couldn't get along without it. That suggestion coming from Jones is far more effective than if it came from the man whose business it is to sell the stove.

We will contrast results of positive and negative suggestion. The grocery clerk said to his customer, "You wouldn't want any oranges, would you?" She said, "No." Didn't he tell her she didn't want any!

Questions such as "Can't I sell you a pair of shoes to-day?" put to the customer after he has bought a suit, usually brings the answer, "No." The very wording and inflection of the question usually invite the negative answer. The idea that the salesman wants to sell something more arouses the customer's defence. He is not out to spend all his money, and he is quick to resist such suggestions. The salesman should have said, "You will need a pair of nice shoes with this suit, will you not? I'd like to show you something you may want now or later." Negative suggestions—Suppose a young man decides to get married; suppose he edges his way to his lady-love and says, "Mary, you wouldn't want to get married, would you?" Do you think he would get her? Not unless she thought it was her last chance.

Using Chloroform.

I went into a store the other day to buy a collar. The clerk said "Something?" I told him I wanted a collar. Now, why didn't that clerk take it for granted that I was there for something and ask a positive instead of a negative question? Well, I handed him the fifteen cents, and he said, "That's all, is it?" and I walked out. Instead of chloroforming my mind into inaction by saying "That's all," suppose he had offered me two collars for a quarter and called my attention to ties, shirts, etc., and if some other department was offering a special bargain in some article that would be of some use to me, why not direct me to that department. It is

(Continued on Page 86.)

Analyzing the Retail Buying Public

An Investigation Carried on by One Store Into Reasons People Had for Shopping at Others in District—Tactful Adjuster Followed Up Each Complaint—Points of Weakness.

DEPARTMENT stores of the older type used to feel that they were so distinctly in a class by themselves that it would be impossible for anyone outside their own domain to give any information that would help solve their individual problems, writes M. L. Anthony in The Efficiency Magazine. What does a woman want to buy? Where does she prefer to shop? What advertising argument appeals most to her?

It, therefore, revolutionized things when an advertising man who had been successful in the manufacturing field, asked his new employer, a retail merchant, for more concrete data.

He had before him all the usual "shoppers' comparative reports." He knew from these what each store in the city was carrying, and how prices compared with those of the same line of goods in his own store. He had criticisms on window decorations and displays. He had time-sheets showing the drawing power of every big "Special Sale" his competitors had, even down to just how many customers "looked" and how many purchased, between ten and eleven, eleven and twelve o'clock and so on.

"Yes," he said, "this is fine. It is invaluable. But what I want as well is concrete information direct from the people who don't come to the store. Why does Mrs. Jones go to Brown Bros. for shoes when we carry the same line? Why does she go there for china and come here for linen and furniture? Our comparative reports show that our line is as good as any in the city."

The merchant demurred for a time, but finally the advertising man won his point and a campaign was started to get the unusual data. This demanded that investigation be made not only in the city proper, but also in a group of towns within a radius of thirty miles of the store.

Each investigator was required to give detailed information on a list of questions.

(1) Consumer's name?

(2) Address?

(3) Number in family: Men, Women, Children (sex)?

(4) Which store do you prefer for general shopping? Why?

(5) Which store do you patronize for special articles?

DISCOVERIES.

Adjuster followed up each complaint at once.

One lady had to tell condescending clerk she was buying cheap furs for her cook.

Parcels delivered at different times.

Exaggeration in reducing prices.

(6) Which days of the week are most convenient for you to shop?

(7) Which store has the best delivery service in this town?

(8) About what is the average amount you spend on your shopping trips?

In addition, the investigators were required to make notes on surroundings, character of household equipment, furnishings, etc.

There were many and varied reasons. "Because I have always bought there," was a familiar reply to the second part of question number four. When asked why they had always bought there they would admit that they had no particular reason.

It was found that one store had built an exceptionally great amount of goodwill through its superior adjustment methods. Instead of permitting the customer to follow up her complaint by repeated letters and telephone calls until she had the annonyance deeply impressed on her mind, the store took a different course. As soon as a complaint was made, a tactful adjuster took the matter in hand, and by personal call and follow-up not only straightened out all tangles and adjusted the matter satisfactorily, but saw to it that the customer was impressed with the store service and left in a wholly favorable attitude of mind. This sort of personal effort left its impression and resulted in a general feeling among a large group of women that that one particular store was strong on "personal service."

Another important item in the investigation was the delivery system. One store would deliver within twenty-four hours; another store only two or three times a week. In one case the men on the wagons were always courteous, while the other men seemed indifferent and often impertinent. One firm delivered everything at one time; another came straggling along with the little bundles in spasms from six to twenty-four hours late.

Another item of interest which the investigation disclosed was the attitude of the club women and the women of the better class toward comparative values in advertising. There was a great deal of criticism of one house in particular, a house that had always had good standing in the community, but which clung to the comparative values in its advertising. The women seemed to feel that they were not getting a square deal. They read the advertisements and went to the store on account of the old-established reputation. They found that $75 suits at $39 were misquoted values. The suits were probably good value and had orig-

The semaphore is a new line in store display, but "it is a winner," according to a proprietor of a Los Angeles store where it was installed. In regard to this device, "Popular Electricity" quotes him as saying:—"Many a customer has stopped at the unfamiliar sight of a semaphore on a store front, and entered to ask questions, usually making a purchase before leaving. Others watch the flashing light, the rising and falling arm, and then drop in with such a remark as 'Well, I saw your stop signal, and followed it.' It is inexpensive to install. One of my clerks originated the idea and constructed the upright and arm from pine boards, and a sign painter did the lettering at small cost. The operation of a small motor keeps the arm in motion and the cost of power behind the colored panes is very slight, compared to the results."

inally sold at $45 or $50, but they were not worth $75 and never had been sold at that figure.

Another store, in many departments, had lofty clerks, who became quite condescending if a customer wanted to make a modest purchase. One well-to-do woman said she had closed her account with this store because of an exaggerated case of hauteur of one of the clerks. She asked to see furs such as she supposed would be satisfactory to the woman for whom she was purchasing them. When asked if they hadn't something at a lower price than those which she showed, the clerk became unsufferably rude, until the customer said: "I want a set of warm furs for my cook." Presto! The clerk was as subservient as possible. But an unpleasant impression was made and fatigue had caused the woman to make her purchase in that store, and she never went there again. This same sort of complaint came up in a number of of cases and it was evident that that particular store was losing trade daily.

The data obtained by personal investigation of this sort supplied the advertising man with an excellent basis for determining:

(1) The kind of arguments that appealed to department store patrons.

(2) Days when it was most convenient to shop for most women.

(3) Average buying power of patrons.

In addition, it gave the most concrete material for meeting points of competition hitherto unfelt and improving store service at the weakest spots. When the reports were tabulated it was possible to graphically show:

(1) Proportion of population served by the store and each competitor.

(2) Proportion of surban population served.

(3) Comparative strength of various departments of all stores from the consiumers' viewpoint.

(4) Total possible sales to be made in any department.

Salesmanship and Service

(Continued from page 84.)

the business of a salesman to-day to do a lot of thinking for his customer. If he doesn't, some one else whose mind is awake will get a lot of the business.

Had Troubles of His Own.

Here is an illustration which shows the negative effect of a suggestion which queers the sale. A farmer came to town to buy a binder. He looked at one binder, was satisfied, and about to buy. At this point the salesman, thinking he would make a hit more and close the sale immediately, said: "I'll tell you, this binder has given us very little trouble." Now this farmer was not looking for a binder that was going to give him even a little trouble. He had troubles of his own. That one suggestion scared him away. He went out and bought a binder from a salesman, who said: "This binder has given us excellent satisfaction."

Positive and negative suggestion divide all clerks into two broad classes. The negative clerk is an order taker; the positive clerk is a salesman in the true sense of the word.

Order Taker vs. Salesman.

The order taker says: "Yes, ma'am; a tube of tooth paste. Is that all?" The salesman wraps up the tooth paste and suggests a new tooth brush, or calls attention to some new toilet preparation just received.

The order taker causes the customer to say to herself, "Yes, that is all I want here." The suggestive questions of the true salesman causes the customers, before the original transaction has been concluded, to question themselves as to whether they do need a new tooth brush or some of the articles that have been casually mentioned.

Determines Quantity.

The suggestion is a factor in determining the quantity that a customer will buy for instance. Hard boiled candy is sold at 40c per lb., or two ounces for 5 cents. Some salesmen when asked the price by a customer quote 2 ozs. for 5 cents, and will make a 5-cent sale. If the quotation made is per pound, the least quantity sold will be a quarter pound, in many cases a half or a pound. In many cases all tinctures are sold by the fluid ounce. If you quote 10 cents per ounce, the customer usually says, 'Put me up 10 cents worth," whereas by having the article ready bottled in 25-cent sizes you have little difficulty in selling the increased quantity and your sales percentage is augmented.

Why Mark Twain Gave Nothing.

Closing the sale is usually very easy, the customer offering the money or voluntarily suggesting that he is ready to give a definite order. At other times the closing is the most difficult part of the sale. A successful closing depends largely on knowing when to stop the demonstration. Don't talk too much. Mark Twain delighted to tell of a missionary talk that he once heard which so moved him that at one point of the sermon he was inclined to give $5. As the minister continued to talk, the enthusiasm dwindled until he was willing to pay only $1, and finally the speaker became so much of a bore that when the basket was finally passed the celebrated listener gave nothing.

The Time to Close.

The best time to close is when the selling points in favor of the goods have been piled to such a height and with such an intensity that they outweigh the objections in the customer's mind. Then, suddenly, the customer feels that the goods are right. This is the time for the close. It is difficult to tell how this time may be recognized; its recognition comes mostly from intuition; it must be felt. Even if a salesman has not said one-half of what he intended to, he should close when he feels that the customer is ready to buy.

KING ALFONSO IN PARIS

King Alfonso, upon his arrival in Paris lately is reported to have worn a dark green soft felt hat and a brown traveling coat cut with Raglan sleeves. On another occasion, at the Hotel Meurice he had on a silk hat, a black double-breasted frock coat, fastening with three buttons and with lapels half faced with silk. His trousers were of a dark combination of black and white. He was stopping at the hotel incognito.

FUR COATS IN PARIS

IN spite of the lack of extremely cold weather over there, some fur coats in restaurants and at the theatre have been noted. One of them seen after a performance at the Rejane Theatre is said by authorities to be the style proposed by the leading Parisian tailors this season. The front is double-breasted, with a long wide Persian lamb collar, the garment fastening with two buttons and braided loops. It is cut very full.

Another model is described as being lined with silk and looked exactly like many of the belted coats. The sealskin collar was narrow but long, and the front was finished with two rows of three buttons. The waist was very well defined and the skirts were short and hugged the figure. The back was finished like a frock coat with the exception of a vent between two tuck pleats which were set very close together.

Midland, Ont.—Fire caused losses to Aikens & Co., tailors, and Christina M. McLeod, millinery.

Sarnia, Ont. — Fire caused loss to Smith & Ash, dry goods.

Montreal, Que.—The Britannia Cloak Manufacturing Co. have been registered.

Listowel, Ont.—J.S. Gee, general merchant, is retiring from business.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

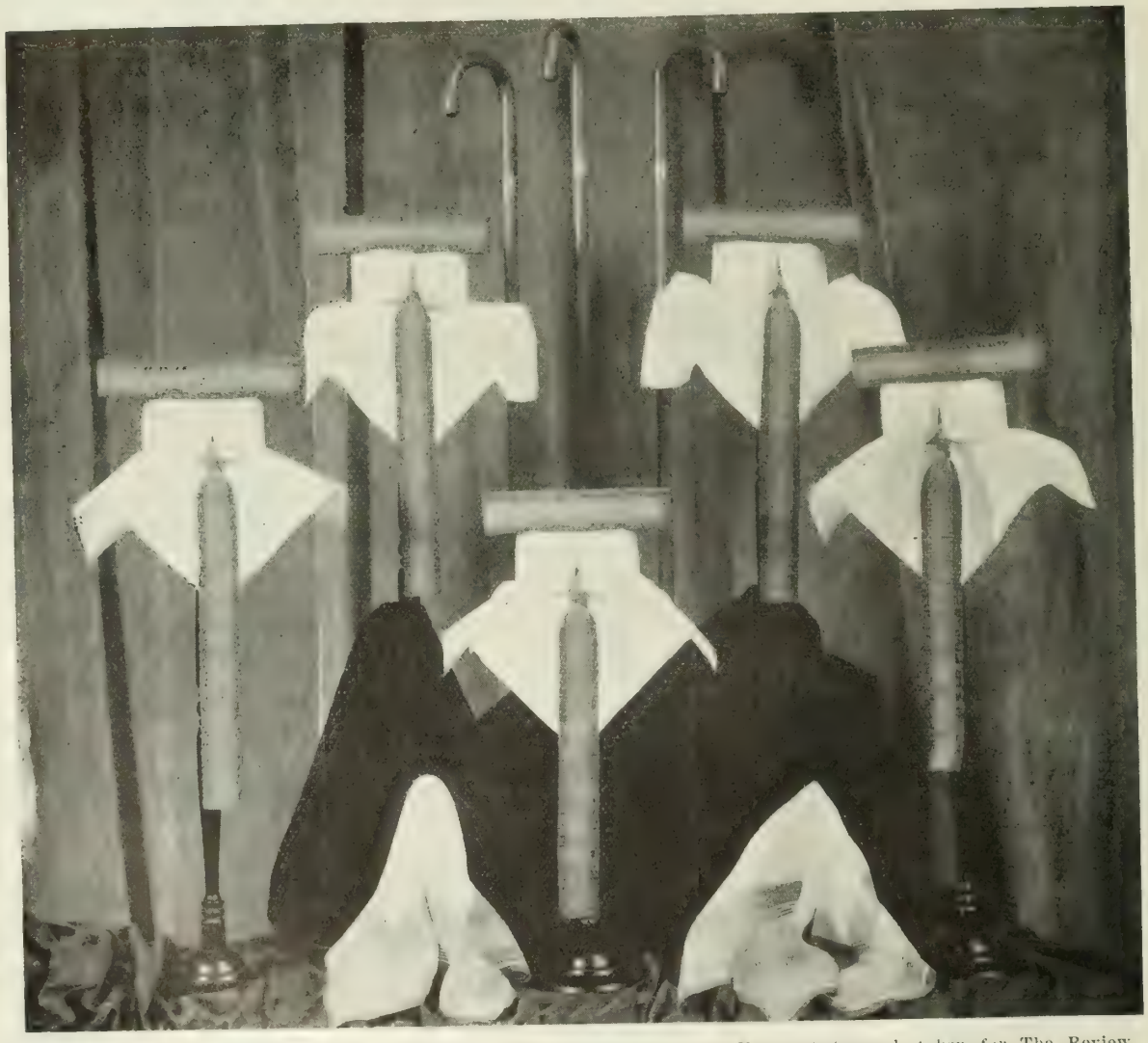
Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, dull facings. Blue occasionally worn.	Single breasted, white semi-V-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with dull facing.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys	Single breasted like jacket, or fancy to harmonize	With black jacket same material, otherwise fancy stripes in cheviots and worsteds	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review

The New Tendency in Men's Wear Trims



Window Trim of Budds, New York — From photograph taken for The Review

This unit display in the Fifth Avenue store of Budds is typical of the new movement in men's wear trims in many of the more exclusive stores. The most novel point about it is that it is a display of one line of cravats only, the five all being the same. Its simplicity in arrangement, and the lack of variety or of numbers, or of crowding, and the systematic manner in which the groups of two ties and a collar are set up are readily noticeable. The only accessories used are three canes which are becoming a favorite addition in many stores' displays, and two handkerchiefs with bordered ends, —a new fashion,—and be it noted, the patterns and shades are copies of the ties themselves. The plush "flooring" and the background which appears to be a curtain, are also typical of the new departure. This display is one of the neatest seen of late in New York.

A QUESTION OF VALUE

Send this to-day

At the close of the last convention a trimmer was heard to say that the addresses and demonstrations were worth 50 times the price of his membership fees.

You may think that this trimmer in a moment of enthusiasm placed a monetary value on his membership in this association which he would perhaps not make in a calmer moment. However, the fact remains that membership in the C. W. T. A. is

Actually Worth Far More Than The Membership Fee

Nineteen fourteen programme will be bigger and better than ever

---

APPLICATION FOR MEMBERSHIP

Canadian Window Trimmers' Association

F. J. THOMPSON,
Secretary C.W.T.A.
52 Stanley Street,
St. Thomas, Ont.

Date.....

I hereby enclose the sum of Two Dollars for membership in the Canadian Window Trimmers' Association. I am now employed by .....
..... have had..... ..... years' experience.

(Mark X on Diagram)

	AD MAN
	CARD WRITER
	WINDOW TRIMMER

Signed .....
.....
.....

Turning to Loose Fit Overcoats

Balmacaan Will Be Made Up in Homespuns and Fancy Suitings — Chesterfield Still a Strong Favorite.

This is a type of English Balmacaan. This and a modification will be worn in Canada this Spring in homespuns and fancy suitings, with collar and lapel rather than being close-buttoned. Courtesy of Kenneth Durward, London, Eng.

TALKING of Spring overcoats, the buyer for a high class men's store in Canada thus sized up the styles for The Review:

There will be striking patterns such as checks and overplaids, and, to use a common expression, they will be quite "noisy." It will take a man of courage to wear some of those I have ordered.

In style there is a strong feeling for the loose-fitting Balmacaan. Ordinarily so far, this has been made for evening dress but we are having it made up in homespuns and fancy coatings. It has a raglan sleeve, and indeed may be called a cape with sleeves. The coat is very loose-fitting at the bottom and is easily put on. It is quarter silk lined and made with just the sleeves.

The seams are taped with the same silk or satin as the lining, so as to give a nice finish.

In general Scotch homespuns, Irish homespuns, Harris tweeds and cheviots are all going to be in vogue for Spring coats.

Irish homespuns, Connemara and Kerry tweeds have preference over the more general kind known as Donegals.

There is, indeed, not much change in styles. The most radical is the turn to the Balmacaan, from the narrower, more contracted garment to the loose slip-on effect.

For general wear the plain Chesterfield coat is still a strong favorite and is practically the same style, holding to natural lines.

GRAY AND BLUE COATS.

With regard to colors and fabrics, gray woolens are said to be the favorites in the dressy coats, as well as a number of blue shades, such as gray blue, mauve blue and deep slate blue. At the last races light grays and blues were the leading shade and while some browns were seen the latter shade was confined more to the automobile coats Rough Shetlands and vicunas were the popular fabrics.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

THE "I WILL" MAN.

Grafton & Co., Hamilton, attracted considerable attention by a novel style of advertising in which matter appeared over the name of the "I Will" man. The "I Will" man, after a preliminary canter, offered a price-cutting sale to the public.

THE "LONELY" SALES.

Semi-Ready extended their "Lonely" sales this month to nearly every town and city where they are represented. This strikng term is copyrighted and local dealers report that it is easily remembered and awaited with interest each year.

COCKBURN & BUNDY.

By an Order of the Lieutenant-Governor in Council, the name of Cockburn & Rea, Limited, has been changed to Cockburn & Bundy, Limited.

J. B. GOODHUE CO., LTD.

The business of the J. B. Goodhue Co., Rock Island, Que., manufacturers of overalls, coats, shirts, pants, etc., has been taken over by a new company under the name of "The J. B. Goodhue Co., Ltd., with a capitalization of $100,000. The former management in the office and factory continue with the new company. A charter has been applied for.

Condensed Advertisements

FOR SALE

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

POSITION WANTED

OPEN FOR POSITION—SUPERINTENDENT or service manager—man with 10 years' experience in devising service system. Have originated large number of systems, check book, etc., in use by large stores in Canada and United States. Best references. Apply Box 49, Dry Goods Review.

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You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The February number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

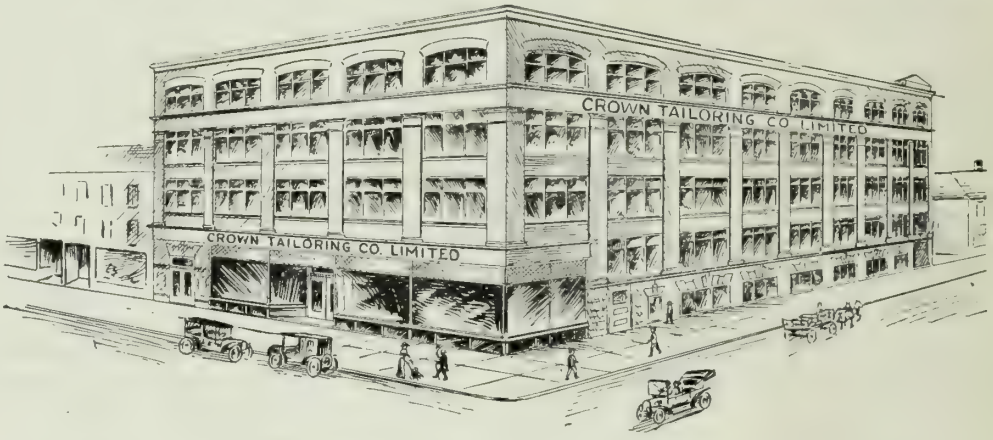
Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy. **Subscription $2.00 a year.**

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE ∴ ∴ **TORONTO, CANADA**

Do you get the clothing trade of the young man who buys your best furnishings?



There are very few stores which do not have a certain class of young men, and older men too, who buy good furnishings, but go to the tailor for their clothing. You can get this trade by having the

Crown Tailoring Outfit

This outfit consists of our latest books of samples, measuring equipment, style charts, signs and complete instructions. It enables you to give this class of trade a first-class tailoring service without a cent of outlay. This service is the best in the country.

Behind every Crown Tailoring garment is an established business with a "square deal to all" policy as well as facilities which enable us to turn out garments that defy competition and give complete satisfaction.

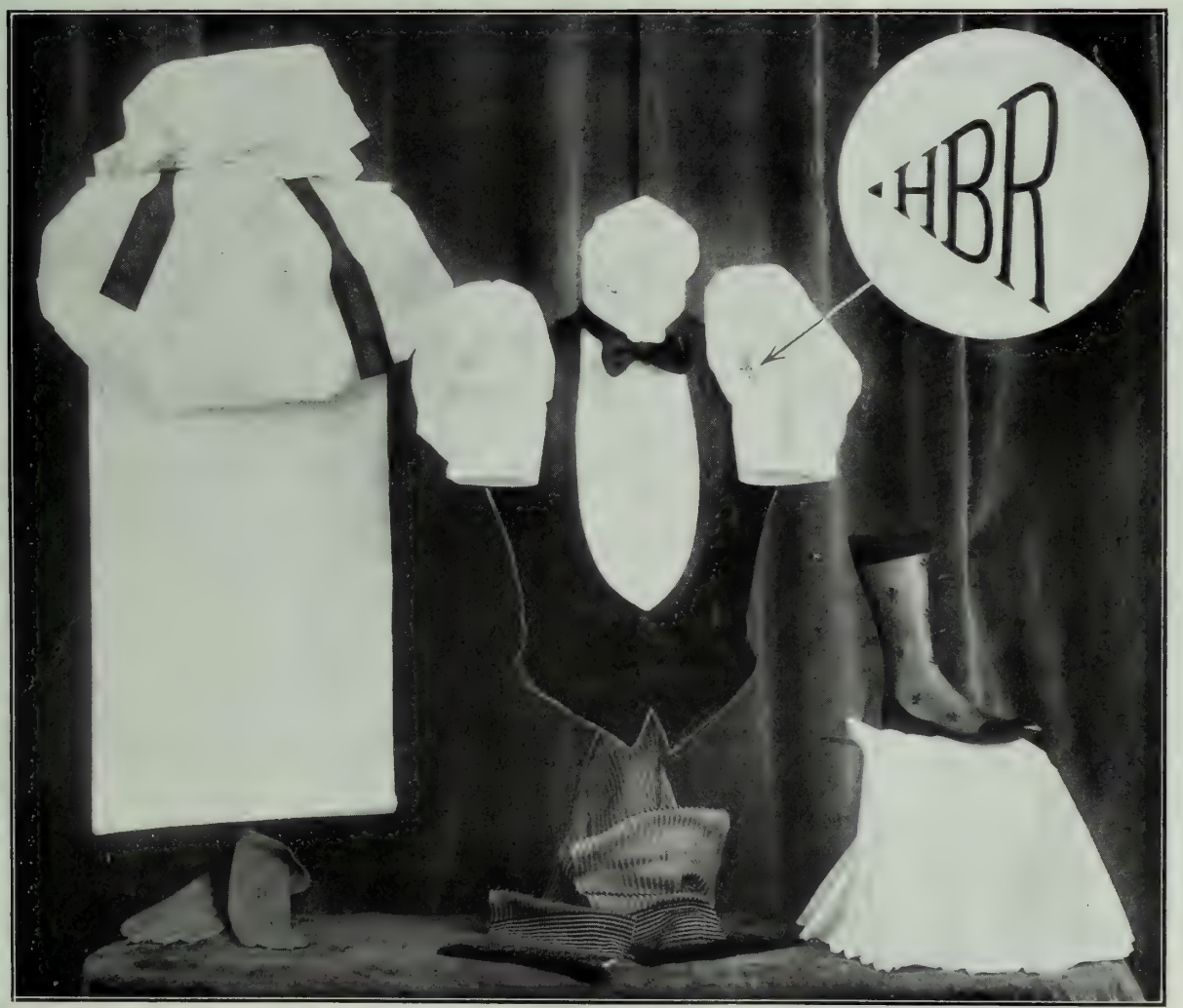
The smallest order you send in is given the same careful attention that the high-class city tailor gives the orders of his best-paying patrons. Our aim is to give a service that is beyond question—one hundred cents for a dollar.

There may be a Crown Tailoring agency in your town—there may not be; no matter, your request will get prompt response. Why not write now?

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

MEN'S WEAR REVIEW.



FEBRUARY : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

Kumfort Overshoes
Rubbers and Over-Stockings in One.
Easy to put on and take off. Fit well —Look well—Wear well. All sizes for women and children.
Buy them and protect yourself and family from winter ills.
Canadian Consolidated Rubber Co. Limited, Montre l
All Dealers

These ADVERTISEMENTS

are appearing in thousands of daily newspapers in Canada during the winter months.

Kumfort Over-Shoes
Rubbers and Over-Stockings All in One.
Easy to put on and take off. Fit well—Look well—Wear well. All sizes for women and children.
Buy them and protect yourself and family from winter ills.
Canadian Consolidated Rubber Co. Limited, Montreal.
All Dealers

Have You A Sufficient Stock of KUMFORTS

to meet the demands of your customers for this popular seller? If not, send your order to-day to our nearest branch.

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Montreal

28 Branches Throughout Canada

MEN'S WEAR SECTION

Ingersoll Merchant uses Axiom of Euclid to Increase Sales of Men's and Boys' Wear

Seven Display Fronts in Place of Two — Combines Men's and Boys' Clothing and Furs on One Side of Store — Carries Out Advertisements to the Letter.

A STORY of a men's wear store in Woodstock, Moore & Doherty's, where the single window had been transformed to two with oval curves at the front corners because they would be "the only oval windows in town," was told in the last issue of The Review. In this article, an Ingersoll store is mentioned, that of George Naylon, that has windows that are in a class with few others in the province, as will be seen by referring to the accompanying illustration.

Both these—as others already described—indicate a feature in present day methods in connection with men's stores,—the development, to the utmost, of the possibilities of window display.

Windows Their Best Ads.

Many leading men's furnishers hold that their windows are their best advertisements; that the taste and originality in trimming and the quality of the goods set forth, are more than any printed word can be, an index of the character of the goods within. There has come to be so little, comparatively speaking, of the stock in a men's store that can be classed as staple lines, such as any merchant, good or poor, can be relied on to keep. Time was when all collars looked alike, and there was a sameness in ties, in shape, fabric and design that enabled a man to pick one out with his eyes shut, provided only the color was told him. There was the regulation dress tie, so much so that a man who was ordinarily careful and tucked it away in its little box in his drawer, could pull it out next winter and be quite in style. Chances are he repeated the performance three or four years before—or after. Season after season the hats were identical, the bands, and crowns and brims were the same shape and height and width, and there were no velvet trimmings or back bows or cute little feathers to proclaim a man who wore last year's vintage as behind the times. And for clothing a similar word might be said.

Bigger Opportunities Now, If—

The revolution that has decreed yearly changes in styles has in the main been all for the good of the men who are "on the inside looking out." There is the disquieting risk, ever existent, that stocks may be held over and deteriorate

GEORGE NAYLON INGERSOLL.

into a pile of junk within a six-month. But that is a necessary and universal evil of the style system. What it has done in men's wear, as in half a dozen lines of a dry goods business, is to create a new selling constituency, far more extended than before, and inclusive of a large percentage of "repeats." That is, men are buying more and buying oftener, and such a condition automatially quickens trade.

More Study on Merchant's Part.

But, this removal of the men's wear business from the level of mechanical trading, has thrown upon the merchant a more difficult proposition in meeting the desires of the public. Those who have been equal to the task, have prospered more abundantly, and others have fallen by the wayside. A keener discernment is required in buying; a thorough knowledge of styles and tendencies; a more accurate and more frequent analysis of stocks on hand, and the conditions under which they are moving; and a more educated skill in the display of the choicer, more varied merchandise, by means of window trims, silent salesmen and the other inside artifices that win custom from the man who has entered your store. The possibilities of gains are immeasurably greater, and the risks—for the man who would rely on the antique methods—also immeasurably increased.

The window displays of a men's wear store have been forced to reflect the greater variety of the goods within. This has thrown a problem upon the merchant, for window space in such a case usually is at a premium. The obvious device, now widespread, was to subdivide the existing window space, and put separate trims in each, ties, shirts, hosiery, sweater coats, clothing, and so forth. This is succeeding admirably in many cases, particularly where transient trade is depended on, for in the greater variety of goods displayed, the greater the chances of successful appeals. But, the revolt against this crowding together of goods, especially if these are of a high class, has begun, and these partitions have been removed in many windows and the store has reverted to the single,

A transformation in Ingersoll store front that brings business.

well-spaced unit, such as have been shown from Canadian stores by The Review, and in the New York trims of Budd's in last issue and in this. Probably the most successful solution of all has been the adoption of devices for increasing the glass front area—securing the variety of display, and avoiding the crowding that might detract from the pulling power of that display.

Three Divisions on Each Side.

The windows of George Naylon, of Ingersoll, have been adapted admirably to these requirments. As will be seen there are three divisions of the glass on each side on entering the store, each coming to an angular point like the serrated edges of a saw. The result is that the glass surface presented represents two long sides of a triangle instead of the "third" side, which we do not need Euclid's proof to recognize as longer,—and preferable. Mr. Naylon has in addition a display "window"—or virtually one—in the centre of the wide front, a high showcase that is used generally for shoes, while the windows on either side contain the other lines. Viewed from the other side of the street these triplicate windows reinforced by the central battery give an impression of fully three times the frontage of the former windows arranged on ordinary lines.

A single day's display of clothing in the one side will indicate the variety at Mr. Naylon's disposal: boy's clothing, men's odd trousers, men's overcoats. All this, without interfering with the space at the other side, devoted to ties, shirts, gloves, and so forth. A variation of this form of arrangement, but one that could be carried out in a men's wear store also to good effect is shown in a view of another store, not a men's wear, but one that depended almost equally on display facilities to build up a business.

The Interior of the Store.

The interior of Mr. Naylon's store, as may be judged from the front, is roomy and arranged in a practical manner. On the left side are the men's furnishings, shirts, ties, underwear, etc. These are shown in a number of silent salesmen, and the ties and gloves have a number of holders for themselves. A special silent salesman is used for children's hats, for in children's and boys' clothing this store has a large business. Boys' suits are piled upon tables on the right-hand side at the front of the store, and the prominence given here and in window displays, as well as in advertising, is a big factor in building up a substantial business with the mothers. Mr. Naylon has not felt any force in an objection raised once or twice to The Review that women do not like going into a men's wear store for children's clothes. This certainly is not the case in Ingersoll.

The men's clothing is hung on racks, suits and overcoats along the right-hand side, giving a good display, and keeping the suits and coats in fine order.

Keeps Furs for Men.

A feature of this store not found in many exclusive men's wear establishments is a stock of furs for men. These are on view along the ledging above the men's suits, and, as no firm in town specializes on fur goods, Mr. Naylon has a good chance for business along this line, and finds in Ingersoll that furs work in with the other lines as well as boys' clothing.

The proprietor is a firm believer in keeping his stock cleaned out. He has two seasons for sales of surplus or threatened left-over goods, in July and January, and pushes both vigorously.

Keeps to Letter of His Ad.

In referring to the "dragging on" of some sales this year Mr. Naylon declared that when he started a sale, a two-weeks' one, or three, as the case might be, or only a week in some lines.

Another form of double display front as seen at Remick store, Toronto.

he took care to have the sale end at the time the advertisement stated.

"I carry out the advertisement in this respect as in all others to the letter. When I say a sale will stop on a certain day it stops then, and the public know from past experience that this is final. This induces them to come in good time, and keeps the sale moving briskly."

"No juggling with prices," is another of Mr. Naylon's practices. He would not advertise clothing at $17.98, instead of $18. He does not think men are influenced by a "two-cent bargain," however well this works in a dry goods store when the customers are women.

No "Marking-up."

Another principle is in refusing to "mark-up" goods beyond their usual selling prices, in order to make the public think they are getting a specially big bargain.

"This exaggeration may work all right in large cities where there is so much transient business, and where people will go into a store once and the proprietor never expects to see them again; but in a town where one is known, you cannot fool the public and expect to succeed."

Such are the principles on which a large business has been built up in Ingersoll.

Among the Men's Furnishers

Markham, Ont.—Joseph Urquhart, merchant tailor, is dead.

Edmonton, Alta.—E. G. Ranton is enlarging his clothing store.

Winnipeg.—A burglary took place at the tailor shop of Henry Presch.

Calgary, Alta. — Mendelson Bros.' clothing establishment was destroyed by fire.

Windsor, Ont.—Ex-alderman John S. McConnell, a tailor here for many years, is dead.

Sarnia, Ont.—The Watson Clothing Company are remodeling the front of their store.

Milton, Ont.—Burglars took some clothing from the dry goods store of F. Hemstreet & Co.

New Waterford, N.S.—J. H. Holmes has taken over the tailoring business of Morrison & Holmes.

Windsor, Ont.—J. W. Peddie, of J. W. Peddie & Son, dry goods merchants, one of the oldest business men in Windsor, is dead.

Edmonton.—Fire did nearly $100,000 damage in the quarters of the Canadian Fur Co., Ltd., and Ross Bros., Ltd., furriers.

Quebec, P.Q.—At a staff banquet of L'Heureux & Gauvin, dry goods, M. L'Heureux, who is leaving the firm, was presented with a splendid deer's head.

Wingham, Ont.—Orvay Taylor has sold his tailoring business to P. A. Taylor.

Toronto, Ont.—Fire destroyed over $1,500 worth of furs in Morris Hochman's fur store.

Montreal, Que.—Waugh-Boulter, Limited, is registered as a wholesale dealer in hats and furs.

Hamilton, Ont.—The Dominion House Furnishing Company's establishment was visited by thieves.

Bowmanville, Ont.—J. T. Allen has moved his tailor shop to the Mason block over Anderson Clothing Co.'s store.

St. John, N.B.—Scovil Bros., Limited, men's furnishings and trunks, had building and stock damaged by fire.

Montreal, Que.—The premises of the Merchants' Clothing Company were destroyed by a fire, which also destroyed the stocks of S. A. Delorimier and Samuel May & Co.

Dartmouth, N.S.—Henry C. Walker, who died here recently, was one of the veteran clothiers and men's furnishers of Dartmouth, having been in business for upwards of thirty years.

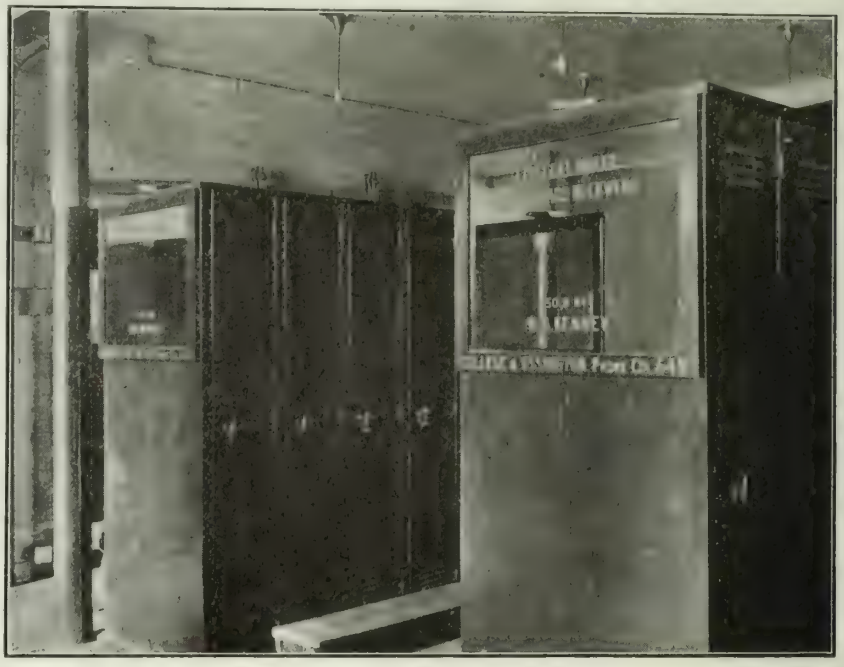
Advertising Men's Wear on Mirrors in Dressing Rooms of Y.M.C.A.

Aggregate of 2,400 Reached Every Week by This Method—Good Results, Says Men's Furnisher—Idea Applicable to all Places Where Crowds Gather.

MAKING advertising capital out of masculine vanity, by installing "publicity" mirrors in places where large numbers of young men congregate, is the original idea of W. A. Kenney, a men's furnisher, near the corner of College street and Ossington avenue, Toronto.

Or if this statement of the case is a slander on the young athletes, let it be said that the plan of Mr. Kenney is this: In the dressing rooms of the West End Y.M.C.A. he has placed a number of mirrors, each bearing in chipped gold leaf letters his name and the name of some of the goods he carries. These rooms are used by about 1,200 members who visit the rooms on an average twice every week. Thus during that time the advertiser's name is brought before the public approximately 2,400 times. Nor are members the only ones who enter these rooms. There are very few of the members who do not occasionally take a friend with them and hence a larger number are reached. At the least, 95% of those who enter the rooms will not leave without looking at the mirrors for some purpose or other. Not only the man from the swimming pool who must perforce arrange his "back hair" and tie his neckwear, but every man who passes is tempted to stop to have a look at himself, and will read the ads. at the same time.

Another point is that the people reached in this way are just the ones that the store wishes to get into connection with.



Y.M.C.A. dressing room with men's wear ads. on mirrors.

Supplies Mirrors for the Ads.

Mr. Kenney says he is very well satisfied with the results of the plan. By agreement with the Y.M.C.A. authorities the maxim has been adopted that "fair exchange is no robbery," and Mr. Kenney gets his advertising and the Association get their mirrors, and both are satisfied.

"Many men," said Mr. Kenney to The Review, "see those ads. ten or twelve times before they come in, but they generally do come finally, and I often have new customers tell me that it was in the Y.M.C.A. they saw my ad. Those mirrors are a good medium, all right."

Could Be Used in Other Places.

There is no reason why the same idea would not work well in any public or semi-public place, particularly in cities where the daily papers are not used for men's wear advertising so much as the weeklies in smaller places. And even in the smaller centres this plan could be used to good advantage. Club rooms, lodge rooms, theatre dressing or sitting rooms, railway station waiting rooms and hotel offices and sitting rooms might all be utilized for this purpose. It is a scheme by which the eye is readily caught and in the case of regular frequenters of the places where the mirrors are put, the ad. is constantly before their notice.

CONVICT FAKE ADVERTISERS.

What is said to be the first conviction under the Illinois fraudulent advertising act was obtained recently by Assistant State's Attorney J. K. Murphy in Judge Fake's branch of the Municipal Court, Chicago. Frank Nerad and Otto Nerad, his son, both were charged with selling goods as "bankrupt stock," which were not. Oscar M. Wolf, representing the defendants, contended that they had sold goods worth $2,000, of which $1,200 worth was bankrupt stock.

"If any portion of the goods sold actually is bankrupt stock, these men legally have a right to advertise their sale as a bankrupt sale," he said. "Such sales take place on State street every day."

"When men advertise a bankrupt sale everything sold in that sale must be a piece of bankrupt stock," declared Mr. Murphy. "These men buy a few fixtures at a bankruptcy sale, throw in a few hairpins and whatnots, and all of it doesn't cost them more than $25, and then they advertise a bankrupt sale, at which they sell $2,500 worth of goods that never caught a glimpse of a receiver."

The case will probably be tried again and there is considerable interest among merchants and ad-men as to whether or not this decision will stand.

Better late than never, but better never late.

• • •

Live within your means. A gentleman should have more in his pocket than on his back.

• • •

Benjamin Franklin once said that by observing and planning before you come to a definite decision you will be better prepared to meet and overcome any obstacle that may confront you.

A New Era in Shopping at This Store
BUYING BY MAIL
WE PAY THE POSTAGE
TO YOUR HOME POST OFFICE
Parcels limited to six pounds.
J. SUTCLIFFE & SONS
LINDSAY
Phone 48
KINCARDINE
Telephone Orders Given Our Prompt Attention
PARCEL POST
On February 10th the Post Office Department will inaugurate the New Parcel Post System by which any goods under eleven pounds in weight may be sent in one parcel. We are in a position to give you quick service by taking advantage of the new system.
We keep everything in Dry Goods, Ladies' Ready-to-wear, House Furnishings, Furs, Shoes and Clothing. Try the New Combination—
The Parcel Post and
MITCHELL'S STORE
Brown's
Brigden's Best Store.
PARCEL POST
THE LONG DESIRED IS HERE AT LAST.
Sweater Coats.

Merchants who grasped possibilities of Parcels Post for pushing men's wear.

Inauguration of New Parcel Post System
GIVE IT A GOOD SEND OFF
THIS STORE PAYS THE POSTAGE
Beginning Tuesday next, February 10th, the Honorable The Postmaster-General has declared operative the new reduced rates for parcels sent by mail.
This will prove a great boon to the Canadian public, and we believe everybody wants to show appreciation. You may have a parcel sent to you the first day (next Tuesday) by making choice of any goods on this page. Everything on this page will be
On Sale Monday and Tuesday—We Pay Postage to Destination
for out-of-town customers or deliver free in city and suburbs as usual. Any customer IN THE STORE buying goods advertised on this page Monday or Tuesday may have them mailed by new Parcel Post System anywhere in the Province of Ontario at Our Expense.
Any customer in the Province of Ontario may write for any goods on this page TO-DAY, MONDAY, OR TUESDAY, enclosing the amount of order and the parcel will be sent All Charges Prepaid by us.
Note that the goods are brand new—manufactured or imported for Spring, 1914.
The Robert SIMPSON Company Limited

Used in center of full page ad.

Grasped Parcels Post as New Mode to Sell Men's Wear

Response Was Slow Until After System Went Into Operation—Combining Rural 'Phone, Rural Mail Delivery and Parcels Post.

ADVERTISING of the parcel post system has been very meagre so far. The accompanying reproduction was the single attempt the departmental stores appear to have made up to the middle of February. This was set in the centre of a seven-column ad. which had the appearance of an illustrated page out of a catalogue. As it was not followed up by the firm, it is probable that it was not intended so much to increase business at the moment, as to secure attention by dealing with a topic of live public interest, especially as this firm at present prepays its parcels. The first day some 5,000 parcels were sent out of Toronto from two mail-order houses, mainly, it is believed, through the firms shifting from express to parcel post on the smaller parcels. So far as can be learned the 20-mile zone limit will not be of much assistance to Canadian mail order houses, as many of them cover this area pretty well now by their ordinary delivery routes. What they are expecting is that a larger zone, intermediate between the 20 and the provincial will be established, say 50, or 100 miles. For the longer distances, as a rule, express charges are lower on the larger parcels. By all, the regulations that came into effect on Feb. 10, are looked upon as an experiment, and the extension of the service in the matter of weight, and in a lowering of some of the schedules is awaited in a few months.

But for the present the 20-mile zone affords an excellent opportunity for the retail merchant, and, as in everything else where publicity would increase sales, the advertising of the store's readiness to handle business on the new parcel post basis is eminently advisable.

More After February 10.

Following February 10 there were more signs that merchants were awakening to the new field opened by Parcels Post, and by February 12 several Canadian firms were bidding for new trade.

One of the best seen was Mitchell's, of Kincardine, Ont., who used a four-column display, part of which is reproduced. A form of expression advocated by The Review was made use of: "Try the new combination," and a definite announcement of the hours as follows:—

"Your rural mail leaves the post office here each day—R. R. No. 1 at 6.30 a.m., R. R. No. 2 at 7 a.m., and any order reaching us by 6.15 in the evening will reach you the following morning.

"If you have a 'phone, just call up No. 48, Kincardine, or write us, it matters not. Mitchell's store and the new parcel post system are at your service.

"The Government have arranged a specially low rate within a 20-mile zone (which includes you and ourselves), commencing at 5c per lb. and going up to 22c for eleven pounds."

Sutcliffe & Sons, of Lindsay, made parcels post the feature of a full-page announcement, and Brown's, of Brigden, used good space with this as one of the leaders.

Samples of sections of these ads. are reproduced.

Salaries depend on what one does do; not what he is going to do. In other words, you must catch the bear before you sell his skin.

Oriental and Flower Designs for the Easter Trade

Butterflies, Peacocks and Other Similar Designs Among the Most Popular in All-over Effects—Small Plaids, Both in Four-in-Hands and Bows.

Printed faille, shown in 20 different designs, in all combinations, with Paisley, Egyptian and Oriental effects. Courtesy of E. & S. Currie.

TIES for Easter trade will be shown in various all-over designs, which, as has been noted before, are dividing attention with border ends, and in many centres, robbing them of the selling strength they have enjoyed for the past year or two. Figures of butterflies, peacocks, birds of paradise, and other Oriental and flower designs will be very strong and will be among the best sellers. Panel borders, too, will command the favor of a large section of the public. This style shows no sign, whatever, of waning in popularity in any range. Here the "handkerchief tie" will have a very strong vogue. These are ties made from silk bandana handkerchief squares in navy blue and white polka dots and ancient madder and Oriental patterns on English foulards. Many of the larger haberdashers say that these will have the chief run for Easter wear.

All soft materials will be popular, Irish poplins and bengalines will be among the stuffs most shown and plain colors will not be among the least worn.

In batwings large widths will be shown, 2-inch, 2¼-inch and 2½-inch being common. In the States samples shown as wide as 3 inches will not be out of the way.

In the opinion of many, knitted ties are going to be exceptionally popular in the pure silk hand frame knitted goods in bright colors. Old gold, orange, among the colors shown.

Ties of the all-over designs will also be shown in rich colorings of two and three tones.

Some novelties in braided plaids and stripes to tie up in small knots attract considerable attention and will, no doubt meet with a fair demand.

Among the pretty ties being shown for Spring wear are many in printed faille cloths. They are shown in figured effects of Paisley, Egyptian and Oriental designs in all combinations of colors. Similar to these is a butterfly design in silk crepe in all pastel shades, the butterflies being in two-tone effects. Both of these styles are said to be very strong favorites and as pointed out in a previous issue of The Review, have gained a very considerable part of the popularity enjoyed by the border ends.

A small shepherd's plaid also makes a very neat tie, and some are so designed that when properly made up a black satin stripe runs diagonally across the knot. This fits in with the growing popularity of black and white in clothing, as well as ties.

Brocades are also shown in black and white silk and are said to be good sellers.

Wide stripes, too, are on display, some rather brilliant colors appearing in combination such as cerise and black.

In paddle ends a very pretty thing being displayed is a fine shepherd's check so designed that it shows a small edging of black satin on the end of the loops. This is a particularly neat and dressy tie.

A NEW DRESS TIE.

One of the assistants at Budds, in the Piccadilly Arcade, London, is about to patent a new evening tie, under the name of the "Bill," from his own name. The tie has no loops and the essential part is that it must be made to measure or sold to fit the size of the collar. To get the effect, two hard knots are just tied in front and the bats pulled out to stand forward, as it were. From the manufacturer's point of view it has an advantage as it takes but 22 inches of silk for a size 15 collar; that is ten inches less than heretofore. The band of the tie may be one inch in width; the length of the bat from where it starts at the shoulder 2½ inches, and the width across 2¼ inches. The shape made up in black barathea has been much admired.

TANGO SQUARES FOR TIES.

In a London store some wonderful silk squares for ties in what are called the "Tango" shades were shown. The grounds were of ice or crystal in shot

The upper tie is a new line with unusually wide stripes, which is being featured for early Spring. The tie illustrated here is a cerise and black combination.

The lower one is a brocaded silk in grey and black, wider than usual below the knot.

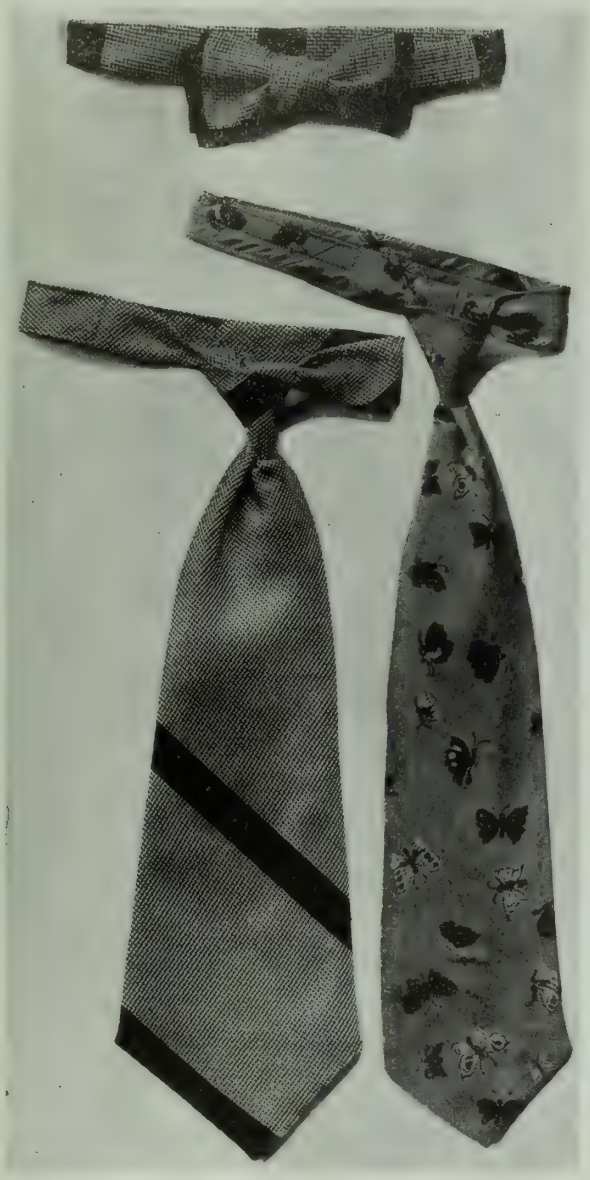
Both ties are well suited to the wider collars that are going strong for Spring. Courtesy of Hickey & Pascoe, Toronto.

shades of gold and purple, gold and mauve, gold and pale blue, and over these were heavy mogador stripes in contrasting shades. Shot reps in the above shades with neat pin stripes of purple blue, and brown on gold grounds were also displayed. These shot reps were very popular at the moment. Another design which had a large sale at the same shop was an indistinct check, shot purple and black, white and black, and blue and black.

PARISIAN NECKWEAR

Moire is a much favored material for neckwear among the retailers of Paris. One shop was noticed displaying an assortment of black bow ties for evening wear, made up in this fabric. At the Louvre where they have one of the most extensive collections of neckwear in the city, they have been showing a large and beautiful line of changeable moire ties, among which was one having a striking changeable effect in blue and green shades.

In the shops on the Boulevard there has been an unusual display of satin ties with blue and black grounds, ornamented with little brocaded patterns consisting of figures and flowers in gold, red and white, etc. Green shades, too, have recently come to the front and are being pushed extensively. Printed moires and printed taffetas are seen in many handsome combinations. In silks the "matted" grounds woven to show a kind of diamond pattern in the weave have been shown in the best shops. All-over designs in "rough stone" effects, as well as in flower and leaf patterns continue popular.



Attractive types of Spring neckwear. The upper bow tie is of fine shepherd's check with edging of black on the ends. Below is a similar four-in-hand, with two black bias stripes. The one on the right is of grey background, with all-over figured effect in butterfly pattern. These are made in all pastel shades in contrasting colors and two-tone effects. Shown by Sword Neckwear Co.

Fort Frances, Ont.—Fire destroyed J. A. Tullock's clothing store.

A NEW STOCKING FOOT.

A new feature in hosiery has been patented in the United States. The improvement has to do with the fact of the stocking. This is so attached to the leg as to perfectly follow the human anatomy. In the ordinary stocking the foot is attached to the leg obliquely, whereas in the human body it is apparent enough that the foot joins the leg at right angles or very nearly so. In stockings as at present constructed this failure to carefully follow the form of the foot causes a stretching at the heel and a consequent wrinkling at the instep, resulting in undue wear and strain at the former point and discomfort to the wearer at the latter. Just how great this stretching at the heel and resulting fullness at the instep is may be better appreciated when it is mentioned that the measurement from any point at the back of the leg around the heel to the large toe exceeds the measurement from a similar point at the front of the leg over the instep to the large toe by 6 to 6½ inches. In the ordinary stocking the measurement at the back exceeds the measurement in the front by but three inches, and the stocking is made to adjust itself to the foot by stretching the fabric at the heel and wrinkling it over the instep at the front. The new Hirner stocking is made to conform accurately to the measurement and shape of the foot which is accomplished by inserting by a new method an additional piece of fabric running from the instep to the bottom of the foot. This allows the foot to slip naturally into the stocking without causing any unnecessary strain on and stretching of the fabric at the heel and without any uncomfortable fullness at the instep.

It is claimed for the new stocking that it is many more times serviceable than the old; that it is decidedly more comfortable, and that it is more sightly, a feature that will be especially appreciated when low shoes are worn, as the fabric over the instep is always certain to appear snug and unwrinkled.

Knit Goods Men Offer Many New Lines For Fall

Classes Filled Out More Than Before and Splendid Assortment Available to Stimulate Trade—Higher Price of Yarn Reflected Compared with Last Year's Values—Better Quality Demanded.

THE knit goods manufacturers have sent their Fall samples broadcast among the retail men and the numerous new lines that have been developed within the year are giving general satisfaction as likely to stimulate selling through the novelties that have been added to the good assortment of last year

While there is no radical departure in the direction of weave or shade or even the designs of garments, the choice in different classes has been extended considerably and several improvements brought into effect in the direction of greater comfort, through the elimination of rough seams. Many firms have installed machinery that will permit of fashioning in one piece what before required a seam. This applies to shoulder pieces in underwear as well as sweater coats and particularly to knitted skirts for children and boys' overalls. In the last mentioned there has been a development by many firms in the way of turning out complete costumes, including the caps, jerseys, or sweaters, sashes, mitts and overalls, or pants. For the men's wear stores that go into boy's clothing this will prove a great convenience, as in many cases before it was difficult to stock a variety of these complete overall suits.

The heavyweight champion of sweater coats in a Jumbo stitch, weighing 4½ lbs. A novelty shown by F. W. Robinson, Ltd.

A One-piece Bathing Suit.

Among the knit goods novelties intended for summer, though being shown in the Fall trips, is a one-piece bathing suit having exactly the effect of a two-piece, where the upper falls over the trunks, reaching well to the knee. The advantage, however, is that there is no draw-string at the waist to bind the wearer, as the trunk part is attached to the upper portion. This is being made up in navy, cardinal, maroon, and white. Canadian manufacturers are still fighting shy of the heavier sweater style of bathing suit, such as is seen in the United States, and was shown in a few stores in Canada last year, but without much success so far as sales were concerned.

How Higher Prices Work Out.

In weight the sweater coats show little difference from last year. In one respect, indeed, they may be expected to average slightly less, but this is not the fault of the public, and indicates nothing as to their fondness for heavy weights, mediums or lights. It is a question of price entirely. As was forecast several months ago, the Fall samples of sweater coats show an advance in prices. With most firms this has taken the form of raising the figures for one class to the one higher: $24 to 27; $30 to $33; $33 to $36: $39 to $42; $42 to $48, and so on. This has been done in order to keep to what the manufacturer and jobber claim the retail trade want, even prices. It is not that wool has advanced to that extent, especially in the lighter weight lines but if the increase amounted exactly to the actual extra cost, a new series of "uneven" figures would be introduced. The latter is an English custom. At this stage The Review will not discuss "uneven prices"; they have not been adopted except by one or two firms. The average increase in the cost of wool has been five cents per pound, compared with one year ago and the theory of the manufacturers has been that as the public were used to $3 or $4 or $5 or $7.50 coats, a new scale would be hurtful, and would retard selling, even if it represented somewhat lower figures than are being charged.

(Continued on next page.)

Appointment of Western Canada Editor

Chas. W. Byers to be Western Canada Editor of Dry Goods Review—Rapid Growth of the West Necessitates an Addition to Staff of Western Representatives.

THE growth of the Western Canadian provinces has been so rapid, and of such importance, that The Review has recognized the necessity of making additions to the western staff, In addition to the present Vancouver and Winnipeg representatives, The Review will, from now on, have a Western Canada editor, in the person of Chas. W. Byers, with headquarters in Winnipeg.

Mr. Byers will tour the West in the interests of The Review and will keep closely in touch with the progressive men's furnishers there who are working out their problems on original lines. Mr. Byers will describe how they are doing this, and will furnish readers of The Review with illustrations of their window displays and store interiors, and describe their systems of buying, stock-keeping, etc.

The appointment of a Western Canada editor will demonstrate to our many readers in the West, that The Review is not slow to recognize any improved service which can be instituted for the benefit of the readers of this paper.

Mr. Byers turns naturally to the problems of salesmanship in dry goods and men's wear stores, having been born in the work. He comes of an old established firm of dry goods merchants,

CHAS. W. BYERS.

tailors and haberdashers and one of his earliest recollections was of his father reading the Drapers' Record. At the age of twelve he went behind the counter and engaged in selling goods for the next five years, and even spent some of his school vacations in this work. Since that time Mr. Byers has had a thorough college, journalistic and trade paper experience.

Mr. Byers studied engineering under Professor William Robinson at Nottingham University, winning two scholarships there and graduating in 1906, after a wide experience in engineering in Claremont, N.H., Cincinnati, Bellows Falls, Vt., and Detroit. Mr. Byers in 1909 decided to enter the journalistic field.

He went to Ottawa and secured a position on the Evening Journal. In August 1910, he received an offer to join the staff of the Hamilton Spectator and accepted, remaining with the latter paper until the following year when he went to England for the coronation and returned to Canada just prior to the general elections. Because of his knowledge of the French language he was given a position on the editorial staff of the "Daily Witness," before long being appointed telegraph editor. He later became assistant to the city editor. After spending eighteen months with the "Witness" Mr. Byers joined the editorial staff of the MacLean Publishing Company, on the trade and technical papers, with headquarters at the Toronto office, where he has since been engaged.

KNIT GOODS.

(Continued from page 58.)

In this way the public will not get quite as heavy a sweater at $5 as they did last year; the $5 line of last year will be selling for more in the Fall of 1914. Where a certain price has become popular at a men's wear store, it is probable the lighter sweater coat will be sold at that figure again, but it is noticeable, so far, that in large placing orders most retail firms are asking for better class and higher-priced goods than last year, following improved requirements on the part of the public in nearly every line of merchandise. How far a cautious tone in buying will restrict such a cause among most buyers, the records do not yet show.

In the heavier coats, the Jumbo stitch, considered by many as the most substantial looking (as well as "substantial weighing"), shows no signs of lessened favor, and it is continued impartially in ladies' as well as men's.

Norfolks hold a strong place, but it is too early yet to figure out whether they have gained or lost in the past year. One firm is showing a Norfolk without the separate pleats that have distinguished it so long in cloth, as well as knit goods. The portion taking the part of the "pleat" is of a different weave, but part of the body of the coat. The belt is worn as usual, and the pockets are finished with a turned-over edge like an ordinary flap.

Another firm is featuring a cashmere coat for men, with a soft-fleeced effect. The collar is a roll in one piece with the rest of the coat. The weave is unusually elastic, permitting of a close but easy fit.

Jerseys Opening at Neck.

In jerseys one firm is departing from the opening along the top of the shoulder, and is using a high collar and slitting it down, and fitting it with dome fasteners. The opening continues slightly below the neck. The collar can be turned over and worn with a tie, as in the style of negligee shirts.

In shades for men cardinal seems to be in the lead, with slates, greys, whites, and scarlets among the runners-up. Several new shades of blue particularly cadet, are being pushed by one or two firms.

Set-in Piece in Underwear.

In underwear the movement continues towards medium weight and the use of combinations, the closed crotch ones being particularly strong. Little fear is expressed of legal complications following a settlement of the bushel of suits now being tried in the United States courts.

One firm has made an innovation in the shoulder by which a piece is let in, and the seam is found below the shoulder on either side. This, it is claimed, adds room and strength, and the neat stitch over the seam in front and back improves the appearance.

In the fine class trade there is a cream cashmere suit that is meeting with acceptance, a very light garment, weighing less than twelve ounces each.

The natural wool garments, of course, still lead in total sales, and their popularity shows no signs of waning.

The demand for white socks in cashmere and silk for dress wear continues, and sales promise to be better next Fall. A heavy line of ribbed socks are being made in wool, and are likely to be popular for hunting and late camping.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

ANALYZE YOUR SALES

TWO distinct values accruing from an analysis of the work of the salesman in men's wear stores, as indeed in every kind of business, are emphasized in special articles in this issue, one dealing with the personal side, the other with its relation to the stocking of goods for the season that follows. So far as the salesman is concerned the proprietor is enabled to keep tab on the real value of his work, whether it is of the stereotyped nature that disposes of goods of the "least resistance," the new or otherwise popular lines that almost move of their own accord, or whether he is of far superior merit in helping to keep stocks cleaned up by moving the older and more slow-selling articles. This knowledge on the part of the manager not only enables him with impartiality to arrange for proper dispositions of salaries, but acts as a spur to the whole staff.

In another direction this analysis is of advantage. A clothier of wide experience sets down as a basis for advance stock buying the number of suits in each line that were sold at full prices—without reductions—the previous season. This is a record that the great majority of men's furnishers would find it impossible to supply at the end of any season. With it on hand as a guide, the merchant is at least in an intelligent position to proceed with his advance buying, whether he duplicates it, as is recommended in the article, or not.

FUR ON TWEEDS AND FRIEZES

IN the new range of samples sent out by fur manufacturers it is interesting to note that among the men's coats with fur collars are a number of tweed coats. For some time past it has been taken for granted that all coats with fur collars had to be of black cloth, but it is predicted that for the coming season tweeds and friezes, mainly in plain, solid colors, diagonals and plain stripe effects, will be popular. The samples shown are mostly in brown shades, though some have a touch of grey or are somewhat on the heather mixture design. The collars are of beaver, persian lamb and otter. Beaver collars seem to be very popular, as the color matches the brown cloths to best advantage. Quite a number of these coats were sold during the past season, and it is claimed that they will be in high favor for next year.

THE TRUTH IN ADVERTISING

NOWADAYS it is the new idea that counts for most. The merchant who can show his customers a new reason why they should purchase certain goods, or an exaggerated touch to them are not appealing to the reader. The time has evidently come when "best on the market," "greatest of all sales," "wonderful values," and a legion of other such phrases, produce some such results as drops of water falling on a duck's back.

It must be understood that advertising is a science. It becomes effective in proportion to the power it has to show the reader a real reason why certain goods should be purchased. The public is beginning to appreciate the fact that each of two separate things going under the same name cannot be the "best" on the market. There can only be one "best" and if it is one it certainly cannot be the other—and the reader is placed in a quandary. This sort of publicity undoubtedly has the effect of lessening generally the faith in all advertising.

At a dinner of ad-men in Toronto a short time ago, the famous Dr. Harvey Wylie, United States pure food expert, gave an address on the question of honesty in advertising, in which he pointed to flaring examples of the disregard for the plain truth. He maintained, however, that the day of exaggeration in advertising was passing; that plain common sense talks were succeeding, but that there was still great opportunity for reform.

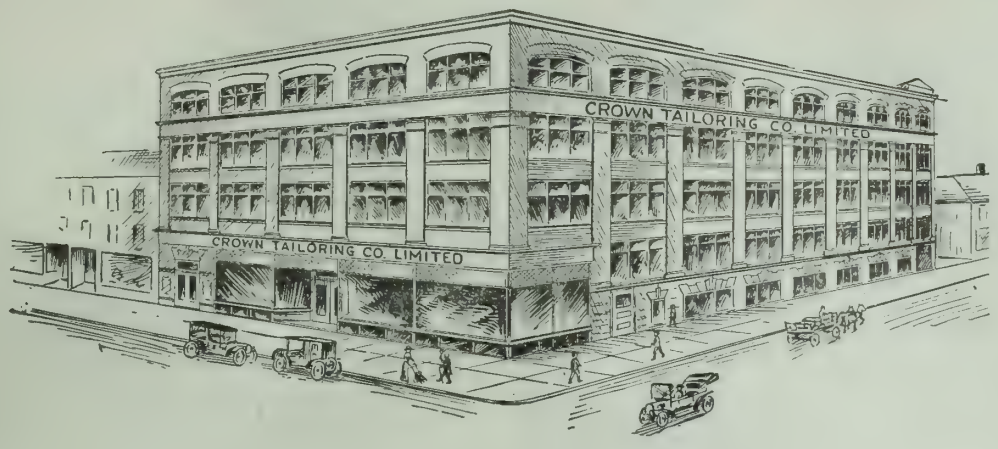
It is time, therefore, that many merchants discarded many of the old phrases used in their advertising which are not the whole truth. For instance "freshly churned," on storage butter; "eggs, direct from the farm," that haven't seen a farm for six months; "No. 1 standard granulated sugar," out of a second grade barrel, etc., etc., are all little deceptions that the fair and conscientious dealer will not tolerate.

Let the truth be told in advertising or do not advertise at all.

SARTORIAL NOTES

"THE predominating styles in Men's Neckwear for the coming season are stripes, figures and plaids in contrasting colorings, such as blue, red, purple, emerald, orange, mandarin, flaming gold, absinthe, tuscan and firefly," says a prominent tie manufacturer. Sounds almost like a fashion writer on dress goods, doesn't it?

That "the East and the West are One" will be appreciated better by readers of The Review after our new Western editor, Mr. Byers, reaches his field of operations.



EVERY customer you turn away from your clothing department either without selling him at all or selling him something he is not exactly pleased with, is a black mark for your store.

When a customer comes to your store and asks to see goods, a man especially, you can bank on it that he is interested to the extent of buying, nine times out of ten.

If you cannot sell him a stock suit you should have the highest grade of made-to-measure tailoring to offer him—Crown Tailoring.

WITH this service at your command you are as amply prepared to go after the smartest tailoring business in your town as the high-class custom tailor. You can give a service with the

Crown Tailoring Outfit

that he cannot give—a service that satisfies every customer or we want to know the reason why.

The outfit consists of the latest books of samples, measuring equipment, style charts, signs and complete instructions.

This service is yours without a cent of outlay. Our styles are the very latest, our workmanship is without a rival. **Write for full particulars. The agency for your town may not be taken yet.**

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

The Review is able again this issue to show a couple more trims of the well-known, New York, tinctive from a showing of the monogram shirt, aFifth Avenue store of Budds. The one above is dis ff, but sometimes on the bosom. The shirting, a self-design embroidered usually in silk above the left cu two drapes. The stockings are two-tone silk em-striped linen, is shown in a rather unusual form, in ripe. Gloves complete a very tasty and original trim.broidered, and the muffler of plackard and white st

No Public Glimpses "Behind the Window Trim"

The Display Man Must Make His Work Complete to the Last Detail—The Construction of a Display is a Determining Factor in the Business-getting Qualities of a Trim—A Suggestion for a Motion Device Suitable to the Season.

THE big thing behind the modern play is its realism. To the audience on the other side of the footlights, what happens on the stage seems real because it simulates the real thing to the last detail. A stage courtroom is a courtroom in miniature without a detail missing; a stage forest is as much like a real forest as man can copy the work of nature. The action is carried on openly and realistically without any of the mechanical devices obtruding. When Peter Pan floats from the stage on wings, to the audience he actually flies; there is no outward evidence of the clever mechanical device by which the flying is accomplished.

If the transformation scene in Faust were carried on in full view of the audience, the awe which greets the sudden change from a crippled greybeard to a handsome gallant would be lacking entirely. The scene would be robbed of its reality and shorn of its effect.

Suppose the audience could see the stage "supe" beating a metallic sheet at the wings to produce the sound of thunder! It would not sound like thunder to them, if they saw how it was accomplished.

The rule which thus applies to the stage—that the public must see only the finished effect and not anything of how it is done—applies with equal force to window decorating. The display man aims at a certain effect but in achieving it, he must be careful that the critical passing public sees only the effect and not the means by which it has been obtained. The devices adopted to arrange materials in a certain position and to make them stay as arranged, if discerned, would ruin the whole effect.

Nothing is more unattractive than a display which lets the onlooker see "behind the trim." Some little time ago a clerk in a certain city store planned a window display on an unusually elaborate scale. He carried out the idea, although he found himself sadly cramped for time before he had finished it. On that account he scrimped things a little here and there, failing to entirely conceal the forms, with which he had built

Merchants carefully read

MAGOG Magog Indigo Drill MAGOG

None Better---None as Good

The purpose of this pure Indigo Drill is for a garment to be worn where heavy work is required, whether in the field, on the engine, or by the builder.

Therefore the wearing quality of the cloth itself is the most important feature. The color is also important, but any dyer having an up-to-date Indigo plant (such as we have), and men who know how to dye cloth, can produce a pure Indigo-dyed cloth, which in fastness of color and other qualities is equal to the best produced the world over.

Therefore the merchant need only assure himself that cloth is pure Indigo-dyed and can then dismiss the color question.

But how about the cloth itself? This is the most important part. We manufacture every yard of grey cloth that goes into our 250 and 285 pure Indigo Drill. From the purchasing of the raw cotton to the finished cloth, every operation of carding and spinning the yarn and of weaving this yarn into cloth, is watched over by competent operators and inspectors, with the one idea of producing a cloth of great tensile strength and durability, that will stand the wear and tear that the garments made of these cloths are subjected to.

No other drill cloths on the market can stand the wear and tear of service as well as ours, as no other is made under the same favorable conditions, to insure the maximum of strength in each and every piece.

Each piece is thoroughly tested before going to our Print Works to be dyed and printed, which insures each and every merchant, that garments made from MAGOG INDIGO DRILL will give absolute uniformity of wear, and better wear, than if we only dyed and printed cloths which we had purchased from many different sources.

Remember we produce every piece of MAGOG INDIGO DRILL from the raw cotton to the finished goods. Is it not reasonable that we can guarantee our goods with more assurance than if we only dyed and printed them?

DOMINION TEXTILE CO, Limited

MONTREAL

An extremely neat trim arranged for The Review by C. Norman Beaton of Score & Son, Toronto, showing new Spring shirting and ties. The former is a Zephyr, with purple stripes and the latter the fashionable Roman stripes. Note the single line of each, retaining the effect of uniformity.

up the window, in several places and making a number of other errors of omission on the same order. The finished result was a distinct disappointment to him.

After it had been in a few days, the trimmer's disappointment became acutely confirmed. The window had failed to create much interest. People stopped, looked at it for a moment or so and then passed on. So he got a brother window trimmer, engaged in the largest dry goods store in town, to look it over and see what was wrong.

"Your idea was good," said the latter, "but you carried it out in most slovenly style. See here: several inches of bare, rough board are sticking out in that corner. The nails show everywhere. I suppose you think that safety pin in the folds of the bunting does not show. It fairly hits you in the eye. A coat of varnish on the edges of the background would have made a great improvement.

"As I said before, your idea is great, but your execution is very bad. Let me tell you the neat working out of details is the most important part of window trimming. A brilliantly original idea, worked out carelessly, is far less effective than a commonplace one artistically executed."

Planning the Display

Inasmuch as it is so highly necessary that the public should not be allowed to see "behind the trim," the work on a display which does not show is of double importance. A trim must be so planned and carried out that no difficulty will be experienced from that source. Many a trim is spoiled because it is not entirely practical. The idea had been adopted before the display man had figured whether he could work out the details properly or not.

It follows that each display must be figured out well in advance. The successful window trimmer knows just exactly what he is going to do before he starts the actual work; how the decorative effects are to be placed and where each article is to go.

This result can be brought about by the use of a space similar to the store window in size and shape for the planning out of trims. Some men arrange their displays roughly in this way before touching the store windows. Thus they know exactly what they have to do and practically all difficulties have been met and solved before the window trim is attempted.

Still another successful display man has a miniature of each window in the store he serves. By means of these he plans his display and arranges considerable of the detail. It is interesting to note that many playwrights follow the plan of using miniature stages with dummy figures in the preparation of their scenes.

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

J. L. STIFEL & SONS

INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK
260-262 Church St.

TORONTO
14 Manchester Bldg.

MONTREAL
100 Anderson St.

BALTIMORE
114 W. Fayette St.

ST. LOUIS
426 Victoria Bldg.

PHILADELPHIA
839 Market St.

BOSTON
68 Chauncy St.

CHICAGO
223 W. Jackson Blvd.

SAN FRANCISCO
Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg.

KANSAS CITY
205 De Graw Bldg.

ST. PAUL
242 Endicott Bldg.

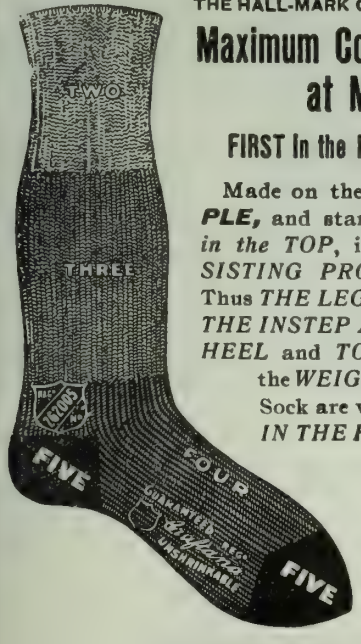
WINNIPEG
400-02 Hammond Bldg.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Budds, New York. —Photo taken for The Review.

Preparing Fixtures.

Whenever some special feature, mechanical or otherwise, is being introduced, it is advisable to prepare it before placing it in the window. For instance, if a windmill is to be used, it should be built, painted and made complete in every way before being placed in the window. One recalls the case of the young merchant in an Albertan city who took the reverse plan and built a windmill in the window itself. When he came to take it out, he found that he had miscalculated and made it too large! And so it had to be taken to pieces in the window before any other trim could be arranged.

Use More Fixtures.

Do most window trimmers make as much use of manufactured display fixtures as they should?

The proper utilization of fixtures is an important part of the display man's work, one of the very most important. The fact that store fixtures sell goods is something that the retail world has wakened to a sudden realization of the last few years. What the silent salesman and the cabinet does in the store, the window fixture does in the window. It helps to show the goods to such advantage that they arouse the desire of possession.

The introduction of display fixtures has revolutionized the art of window trimming. The display men of to-day secure effects with the greatest ease which were quite impossible not so many years ago. Thus the necessity of studying the use of fixtures is one of prime importance.

The initial cost will not seem large when it is considered that a fixture will be used for years, adding an appreciable percentage to the sales force of the store displays during that time.

Every man should have his field of usefulness but it isn't necessary to put a barbed wire fence around.

TWINS! CONGRATULATIONS!!

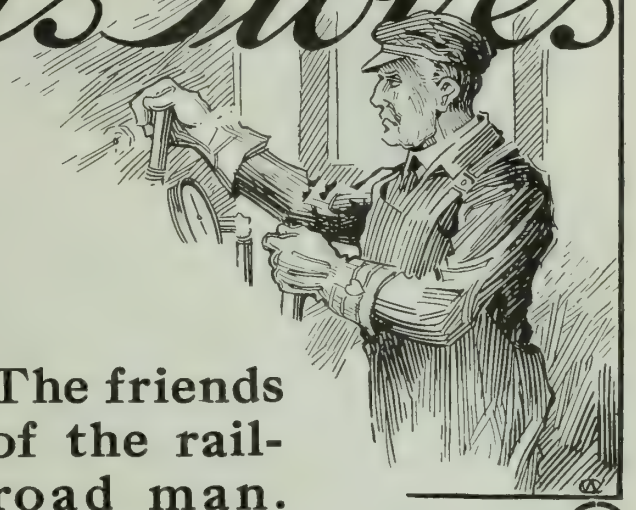
On Feb. 11, 1914, to Mr. and Mrs. E. P. Burns, Toronto, twins, a boy and a girl.

Mr. Burns was the winner of The Review's silver cup at the C.W.T.A. convention in 1913, and his clever and artistic work for the Robert Simpson Co. has been the subject of frequent comment.

The Nova Scotia Underwear Company, Montreal, Canada, finds it necessary to install additional machinery, the cost of which will be met by an additional issue of 7 per cent. cumulative preferred stock of the company which is being issued at 89.

Montreal.—The express companies say they have no intention of cutting rates to compete with the parcel post unless ordered to do so by the Railway Commission, which they do not believe is probable.

Carhartt's Gloves



The friends of the railroad man.

Few men appreciate the value of good gloves as much as the railroad man. His work puts gloves to a severe test, whether he be a section man or engineer, whether a brakeman or fireman. No railroad employment ever proved Carhartt gloves anything but satisfactory to the last degree.

They have stood the test.

The glove that stands railroading will stand the wear that your patrons will give them whether they are laborers, draymen, machinists, or employees of the railroad. You can guarantee every pair and we will back you up.

Carhartt Gloves are the friends of the railroad man and every working man in your town. Send to-day for our sixty-day approval assortment of gloves and overall uniforms. Show them to your trade. If they are not up to your expectations send them or any part of them back, charges collect. Write for the agency to-day.

Note the reinforcement

Hamilton Carhartt M'f'r Limited

TORONTO DETROIT

Prize List Prepared for Annual C.W.T.A. Convention

Eighteen Valuable Prizes, Including Handsome Silver Loving Cup Presented by The Review—Fourteen Gold and Silver Medals — New Regulations in Force for Third Annual Convention in August.

"BOYS, Number Yourselves Among the Progressive, and Make 1914 a Banner Year," is the foreword of the President, Secretary and Executive of the Canadian Window Trimmers' Association in presenting in this issue of The Review the list of prizes offered for competition at the August convention for window display, card-writing and advertising. The official staff have completed this portion of their work in good time, and the members of the Association and others who are planning to join will be ready to begin getting their exhibits in shape at once. The events at the first and second conventions were keenly contested and this year promises to exceed the rest, as the standard of the display men is advancing steadily in all three departments.

There are several modifications noticeable this year in the conditions governing the contest, as decided upon at the last meeting of the executive, that should meet with general approval. Heretofore it has been customary for entries to be received up to the time of judging. This year all photographs must be forwarded to the secretary by July 1, 1914. The purpose of this is to allow of the entries being judged before the convention instead of during it, thus obviating delays and enabling the members the very first day to look over the entries and consider the points taken into consideration by the judges.

No Means of Identification.

Each contestant must give a description of the windows, color scheme, general plan, cost, etc., upon the back of the photograph. The name, however, must be sent in separately to the secretary, who will number each photograph, so that there will be no marks of identification. This is a recognized rule in leading competitions everywhere, and will remove any conscious or unconscious influence that a personal consideration can hardly fail to exert under some conditions, even in the most stoical of judges.

It is provided also that each photograph shall be taken since the last convention, and must not have been submitted in any other contest.

Some changes have been made this year in the nature of the classes for the window dressing competitions. The first five remain as last year; Class 1 being The Review's silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant, the cup to become the permanent property of the winning decorator. Class 2 is for original windows in cities of over 100,000 inhabitants, which this year will include Montreal, Toronto, Winnipeg, Vancouver and the latest entrants, Hamilton and Ottawa. Class 3, Holiday or Opening Windows, up to 100,000; Class 4, Merchandising Windows, under 50,000; each class having gold and silver medals as prizes; Class 5, for men's wear trimmers, with two medals also as rewards.

SOME NEW RULES.

Photographs, cards and advertising copy must be in Secretary's hands by July 1, 1914.

Committees of judges,—outside the C.W.T.A. organization —will have reports ready by opening day.

Prizes will be presented by a prominent citizen of Toronto.

Eight classes for window trims, two for cards, and one for advertising.

Class 6 has been changed from floral decorations to medals for the "best effective window arrangement of Women's Ready-to-Wear Garments," prizes being donated by the Dry Goods Record. Class 7, as before, best Grouping or Drapes; and Class 8, for the best Backgrounds.

In the card-writing contest there are two classes this year instead of seven. Class 1 is "for the most artistic pen or brush lettered card, used for opening or special announcement"; and Class 2, "for the best plain lettered price card used to indicate the price of merchandise." The terms are similar to those for window dressing as to being in the secretary's hands by July 1 and being free from identification marks.

Two prizes are offered for advertising, "for the best all-round advertising, including general publicity, opening and sale announcements." All entries in these also must be forwarded to the secretary by July 1.

Honoring the Winners.

The executive are planning on making the presentation of prizes one of the features of the convention. The announcements of winners, as has been said, will be made at the opening, and the judges' reports will go into the merits—and demerits—of the exhibits in some detail. The presentation of the prizes will be made by the Mayor or some other prominent citizen of Toronto, to add to the distinction of the victories.

The programme is being worked out and a number of valuable papers are promised. Particulars of these may be looked for at an early date.

PARCELS POST AND EXPRESS.

Some idea of the way in which the proposed parcels post rates will work out will be found in the subjoined table, showing the cost of sending a ten-pound parcel to the places mentioned. The distance from Toronto by rail is given, the proposed Canadian rate, the express rate, and the rate which would be paid for a similar distance in the States.

	Distance.	Proposed Canadian rate.	Express	Rate for same distance in U.S.
Agincourt	13	.20	.30	.14
Allandale	63	.46	.35	.14
Alliston	49	.46	.30	.14
Almonte	235	.46	.50	.24
Arthur	79	.46	.35	.14
Atherley Jct.	86	.46	.40	.14
Aurora	30	.46	.30	.14
Aylmer	112	.46	.40	.14
Ayr	68	.46	.35	.14
Barrie	64	.46	.35	.14
Beamsville	60	.46	.30	.14
Bobcaygeon	86	.46	.35	.14
Bowmanville	41	.46	.30	.14
Bradford	42	.46	.30	.14
Brampton	29	.46	.30	14
Brantford	63	.46	.30	.14
Brighton	93	.46	..	.14
Brockville	209	.46	.40	.26
Cannington	58	.46	.35	.14
Chesley	122	.46	.40	.14
Clarksons	16	.20	.30	.14
Cobourg	70	.46	.35	.14
Goderich	134	.46	.40	.14
Oshawa	34	.46	.30	.14
Whitby	30	.46	.30	.14
Walkerton	119	.46	.40	.14
Peterboro	77	.46	.35	.14
Lindsay	69	.46	.30	.14
Penetang	102	.46	.40	.14
Ottawa	300	.46	.40	.24
Montreal	334	.64	.45	.43
Hamilton	39	.46	.30	.14
St. John, N.B.	814	.84	.75	.62
Halifax	1190	.84	.85	.81
Winnipeg	1238	.64	1.05	.81
Saskatoon	1713	.84	1.20	1.01
Calgary	2129	1.04	1.20	1.20
Edmonton	2062	1.04	1.20	1.20
Vancouver	2769	1.20	1.35	1.20
Victoria	2769	1.20	1.35	1.20

Fall and Winter 1914-15

?

If you only knew just how many suits and overcoats you are going to sell next Fall and Winter, it would be a simple matter to place your order—but you **don't** know and you don't want to "take chances."

The Answer

You can buy just the number of suits and overcoats in —

ART CLOTHES
COOK BROS. & ALLEN LIMITED

that you are practically sure of selling and use our Special Order Department for the overflow and for the better class of trade you cannot get in any other way.

The ART CLOTHES men will soon be on the road with a most exclusive range of models and fabrics, and an advertising proposition that will appeal to you—A postal, and you can be the first in your town, if we are not already represented.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.

Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES

The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August, 1914

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made and Prizes Presented by Prominent Toronto Citizens at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

OPEN TO ALL WINDOW TRIMMERS IN CANADA.

Class 6—

1st Prize - - - Gold Medal
2nd Prize - - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Dry Goods Record.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8—

1st Prize - - - - - - $5

For the best background suggestions. Suitable for opening, anniversary or special events.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

(b) Any number of photographs can be submitted, but only one view is necessary to enter competition in any class.

(c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.

(d) All photographs to be forwarded to the secretary by July 1st, 1914. Pictures will be returned to contestants after the convention if requested.

(e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, and whether for annual contest. Class number must also be designated.

(f) All windows to be judged under numbers, any identifying marks must be removed. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1—

First Prize - - - Gold Medal
Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

(a) Cards used must be first used in merchandise displays.

(b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.

(c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - - - - - Gold Medal

Second Prize - - - - - Silver Medal

Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

TERMS OF CONTEST:

(a) Announcements must have appeared this year.

(b) All copy must be original.

(c) Not more than six examples to be entered in contest.

(d) All ads to be judged on points—1. Editorial and descriptive text. 2. Layout. 3. Typographical effect. 4. Originality of ideas.

All entries to be forwarded to secretary by July 1st, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.

Using Photographs to Reduce Bulky Sample Cases

Omaha Firm Adopts System That Saves Big Expense and is Beneficial to the Merchants—In Some Cases Weight of Samples Only One-twentieth.

THE sampling of dry goods by means of photographs and swatches, rather than by using the different garments, was the subject of a paper at the Jobbers' Association of Knit Goods Buyers in New York, by C. E. Hutchinson of M. E. Smith & Co., Omaha, Nebraska.

After declaring that it was spreading all over the country, he added:—It is, I believe, the first radical improvement to be made in the method of sampling dry goods, in the last quarter of a century.

The advantages are very great. In the first place, the conservation of the salesman's time is one of the greatest benefits. It is no little task to pack and unpack from ten to fourteen trunks once or twice a day. Frequently our own salesmen each carried 1,700 pounds of samples in the general line. To handle these requires not only much time, but no little strength. To inspect them, a merchant frequently was required to visit the sample room in the evening, after a hard day in the store. The result was that he bought indifferently—he was tired and wished to get through with the job of selecting stocks as soon as possible. The salesman was tired too—and it is only human nature to lose enthusiasm as one takes on fatigue.

Reduces Number of Trunks.

With the new system of sampling, we have reduced our trunks to not more than seven, as against ten to fourteen. The men are selling more goods from the photos than they did from the actual samples. They are covering more territory, and averaging at least one town more per week. This is an increase in efficiency of 16 per cent. in time saving alone. But best of all, the men are not tired out with handling a ton or two of samples and being fresher, they attack their problems more vigorously, with the result that sales are increased.

The merchant, on the other hand, seems to be as well pleased as the salesman. It is much easier to buy from photos than from samples.

How It Works in Each Case.

Suspenders. Two years ago, each man carried about 150 styles of suspenders, weighing sixty pounds, or more. To-day, by means of a book, in which a short section of the web and the ends and mountings are shown, he displays his line in a few minutes and to better advantage and carries only 20 pounds. A few actual suspenders show the models—the balance are all in the book.

HOW IT WORKS OUT.

Sixty pounds of suspenders reduced to twenty.

Sixty pounds of neckwear reduced to fifteen.

In duck and sheep coats 240 *pounds reduced to* 10.

Big saving in cost of samples.

Saves three-fourths the time of the merchant and visits to the showrooms.

Neckwear. The neckwear line weighed 60 pounds; to-day it is swatched and shown in a book weighing about 15 pounds.

Shirt Waists. Shirt waists formerly required an entire trunk; to-day, by means of photographs and a half dozen or so actual garments, the retailer finds the line put before him in better condition and in a little 24-lb. package which requires one-eighth of the space formerly needed.

Muslin Underwear. Muslin underwear also required an entire trunk. Photos have reduced the samples of this line to a 24-lb. portfolio. The garments photographed on living models give a better idea of the line than the actual samples.

Notions, etc. Salesmen formerly carried 120 lbs. of house dresses, 120 lbs. of children's dresses, 60 lbs. of boys' wash suits and 240 lbs. of notions. Photos and swatches have reduced all these samples from 540 lbs. to 300. The apparent reduction here is only one-half; but it must be remembered that we now show all the notion line where formerly only little more than half was sampled.

Duck and sheep coats required a 240-pound trunk. To-day 48 styles are shown in a 10-pound swatch book, and a few actual models.

Dress Shirts. Dress shirts required a 200-pound trunk. To-day 10 pounds of swatches and a few models show the line.

Wash Goods. Formerly required about 60 pounds of samples made up in miscellaneous, odd size folders, without uniformity in enther size or make-up. To-day everything is swatched and bound in one standard loose leaf book, weighing about 15 pounds.

All these various books, portfolios, etc., have been worked out to meet the requirements of a standard unit. They fit the sample trunks and are capable of expansion or contraction as the necessity may require.

From 360 Pounds to 30.

In my own department, sweater garments formerly took up a trunk and one-half, and weighed about 360 pounds. Photos, mostly colored, with the garments shown on living models, reduced this mass of samples to a thirty-pound portfolio. The sales last season were more than the previous year. Underwear is sampled in the same way with the garments shown on living models so far as possible. This reduces the sample line from 360 pounds to about 30 also.

There is, of course, a great saving to the jobber who samples his lines in this way. The photos are inexpensive. The samples cost money, and have to be sold at a reduction when the men are through with their trip. There is a lot of difference between supplying our traveling force of 60 men with a 15c. photograph each, and giving them a wool sweater which cost say, $3.00. Multiply this instance by the number of sweaters in the line, and you will see what it amounts to.

Another great saving is in the excess baggage charges. This is no small item. I believe we have at least 300 less trunks on the road to-day than we did a year or so ago, and figuring each at 240 lbs., it will be seen that there is 72,000 pounds of excess which formerly had to be moved each day, as a rule, on which charges are now saved.

To-day a salesman can walk into the store of the busiest merchant and, with his photographs, show his line in one-fourth the time formerly required. The merchant can examine 50 photographs in the time he required to look at 10 samples, and the labor of looking over a line has been reduced to almost nothing.

It seems not too much, to predict that before many years this method of sampl-

(Continued on page 78.)

ROB-ROY

A Ballantyne Result-Getter

BEAVER BRAND "ROB-ROY"

This coat is taking exceptionally well with the men in all parts of Canada. It is a real live model with true manly lines, heavy hand-spun worsted yarn and massive ribbed stitch.

The Rob-Roy Coat has every quality mark of Beaver Brand—fine workmanship, perfect fit and high-grade finish.

Write for a trial half dozen of these coats to-day. If they're not what you want—send them back.

R. M. BALLANTYNE, LIMITED

Manufacturers of "Beaver Brand Knit Goods"

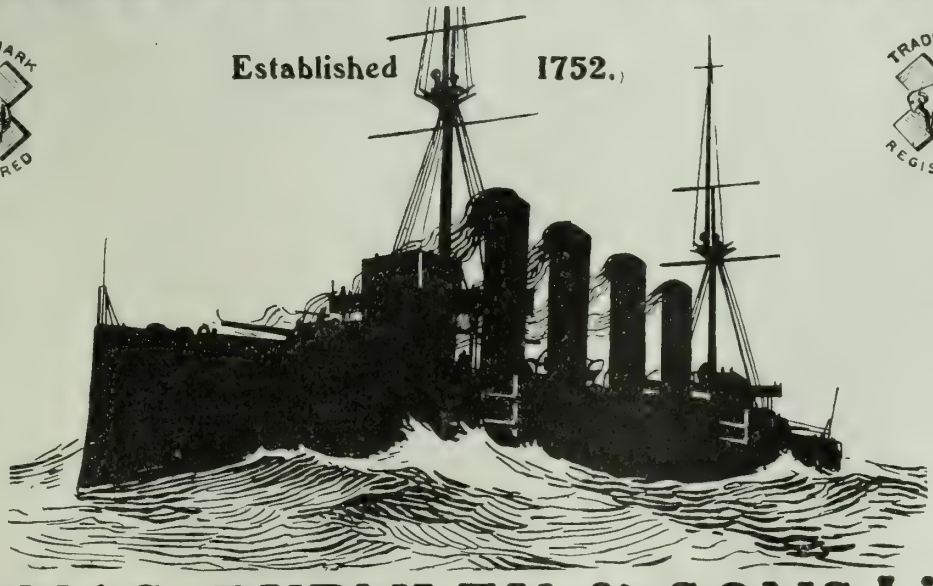
STRATFORD, ONTARIO

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

How the Clothier Can Win Out in Early Buying

Advantages of This System Best Secured by Accurate Record of Sales in Each Size and Style During Previous Season—Position of the Manufacturer—How One Firm Has Solved Difficulty.

"THE early bird catches the worm," or at least his chance should be the best, writes a clothier in Men's Wear, New York. When the Armours were practically the only people of any size in the packing business their first competitor was Nelson Morris. Phillip Armour wasted little time in those days, and he was generally on the job at pretty near daylight, buying pigs from the pens as they had been brought in by the farmers.

One morning, much to his chagrin, he found the pens entirely empty. Morris had been there at four o'clock in the morning and gotten the jump on his larger competitor. Armour was a hard man to beat, and the following week, upon his arrival at the stock yards, Morris found the pens empty at daylight. Armour's men had been there with lanterns, bought their pigs, and this time left Morris the empty pens. Morris took the laugh good-naturedly, but next week the pigs came into Chicago consigned direct for Morris. His men had bought them from the farmers and shipped them direct into Chicago.

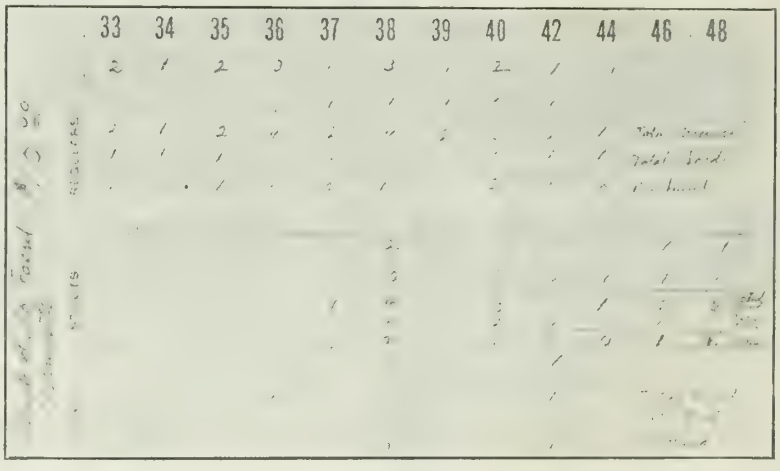
Early buying seemed to be a requisite in the packing business at that time. It has long been considered so in the men's retail clothing game. Let us consider it from the different angles, and see just what the clever merchants are doing to-day along these lines.

Competition has made volume take the place of high profits, with the natural result that the methods of doing business have changed. To-day the retailer must fit every shaped man, and fit him as well or better than the tailor. The manufacturer must design his patterns so that they will compare favorably with the models of the latest London and New York custom tailors. He must adapt them to fit the regular, the stout, the long stout, the short stout, the long and the short.

He must select his woolens, and in such variety that every section of the country may be supplied with their individual needs. He must to a great extent gamble on these woolens, for the tremendous demands from an industry that figures third in the country's business makes it impossible, except in rare instances, to reorder with a promise of delivery under six weeks, and then with a strong possibility of being unable to get the goods at all.

The labor situation to-day is one that is so uncertain that the manufacturer feels he must allow himself some leeway, so that he may be sure not to disappoint his customers who are depending on him for delivery at a certain date, and such a condition as developed in New York last season only goes to prove the necessity of such a precaution. These are the manufacturers' difficulties, and they seem to prove conclusively that there is a necessity for buying far in advance of actual needs and long before the season is in progress.

But the retailer. Where does he "get



off" on this "Early Buying" game? Let's take a glance at his peculiar situation and where the evolution of the clothing business has left him.

It is only a trifle over one hundred years that someone discovered that most men were made along the same general lines, and that started the clothing game. To-day it is the third largest industry in the United States. Forty years ago ready-made clothing was a different proposition. The man whose purse allowed him the leeway went to the tailor if he wanted anything but a decidedly ordinary suit of clothes. In the old days all men were regulars or stouts, and someone who could not do anything else changed last year's patterns as little as possible and the suits were cut. To-day the designer of ready-to-wear clothes gets $5,000, $10,000 or $20,000 if he can produce what the trade demands. If a suit was of attractive fabric and would hold together it was desirable, and even in the small towns a merchant could sell twenty or thirty of one pattern if he could get the village Beau Brummell to buy the first one.

To-day clothes must not only fit, but they must have character and distinctiveness, and, moreover, there must not be many of a pattern. Then the manufacturer relied on his judgment of the fabrics that would sell, estimated how much he could sell in a season, made the clothes and carried the stock for the retailer, who went into market and purchased his season's stock about two weeks before he actually needed the goods. If unfavorable conditions prevented their sale their value was not very heavily impaired for their disposal on the following season.

Not very long ago the writer of this article had an opportunity to see the books of a clothing manufacturer of thirty years ago. They had made a net profit of 25 per cent. on their business. No greater evolution in any business in the world has taken place since that time than in the clothing industry.

For example, the small merchant in the town of 75,000 or 100,000 inhabitants must be in active competition with his big brothers in the metropolitan cities. Under the conditions as they exist to-day he must select his clothing, furnishings and hats somewhere in the neighborhood of six months in advance of the time his season opens. Of course, his possibilities of keeping in close touch with the ever-changing conditions are more or less limited, where he assumes the active management of his business, particularly if he is at any distance from the manufacturing centres. With his list of stock on hand, he goes into the market in March to buy the merchandise he knows will not begin to sell until the following October. He buys $1,000 here and $5,000 there, and when he figures it all up on the train he finds he has bought several hundred dollars more than he thought he would, but what's the odds, next year should be better than last, anyway, or so, he figures.

But in the meantime there is a strike in the lamp works that wipes $75,000 a week off the payroll, business conditions in general are none too good, and his season starts slow. Not so slow, however, but that he sees that there is a big demand for, say, chinchillas; in fact, they are the only overcoats that are selling at all. Well, it so chances that that is the one kind of which he bought lightly, and so, regardless of his already heavy stock, he hustles into market and buys the chinchillas that he must have.

This means one thing: when the time to clear his stock comes he must take a loss that may wipe out his entire season's profits. It seems clear that this is not the best arrangement for him, but what can he do? His demands for better made merchandise all the time have made it impossible for the manufacturer to give him what he wants unless he has his orders well in advance. And, of course, that is true, and although more strongly applicable to the manufacturer of hand-tailored clothing, to a greater or less degree it fits the case of producers of every kind of men's apparel.

There must be a happy medium somewhere, and the solution seems in carefully-kept stock records. At least that is how the large stores are solving the problem. An example of the exactness with which one New York house keeps lists, from which they finally make up their minds how much and what to buy, will serve as an example.

A card system like the one shown on these pages is in operation. At the beginning of every season a list is taken of everything in the clothing department. It is then placed on the front of the card in sizes (Fig. 1), and on the back of the same card (Fig. 2) is shown the lot, date, quantity and price. The top row of figures on the front of the card show the $15 silk-faced overcoats carried over from the previous season. Each line under that represents the coats subsequently received during the season.

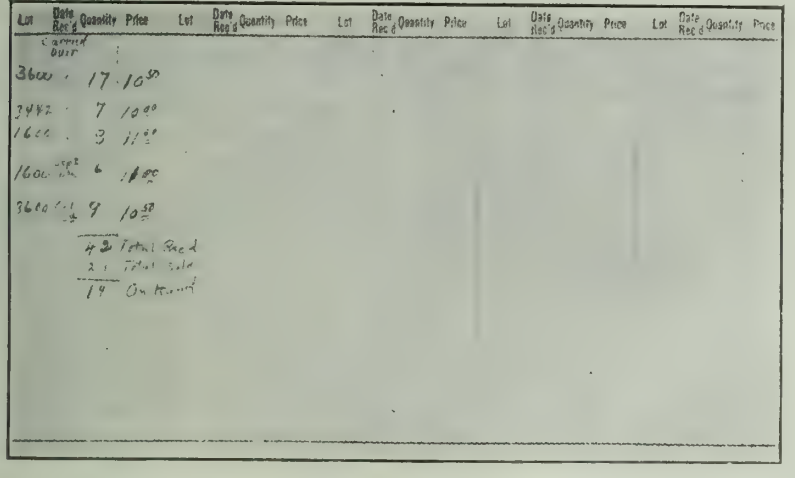
On the back of the card (Fig. 2) you find the lot of the coats in stock, the number in each lot and their prices. As any lot is received during the season it is added to the front in sizes, and to the back in the same method in which the coats carried over are listed, and the date of their receipt noted. At the end of the season the stockman again takes a list of everything on hand, and places it on the front of the card, under the totaled list of the coats on hand at the beginning of the season and those subsequently received.

The subtraction of the coats then on hand from the totaled list will give the number of coats actually sold and the exact sizes. If at any time any part of the clothing stock is reduced in price a record is kept of it. Then, before the buyer goes to market, he notes, for example, the number of garments sold in every grade and how many of a size. Their method is to buy the actual number of garments in the exact sizes that have been sold at a regular price.

Of course that system requires a great amount of detail, and in so complete a form is hardly suitable for the small or medium-sized store, but it could readily be adapted to the needs of the individual merchant, and, moreover, anyone who has some such system cannot go very far wrong with overstocking his store. This method, carefully adhered to, would give the merchant an opportunity for frequent reorders, under normal conditions, and would work to the advantage of both manufacturer and retailer, although the early orders would probably suffer to some extent.

The retailer must supply the consumer at the time he demands his clothes, and in like manner the manufacturer must meet the demands of the retailer and deliver his merchandise when the latter wants it, regardless of when the purchase is made. For the manufacturer to produce his garments in the period of perhaps a two-month interval between their selection and their delivery would mean an increased number of employees in the factories during the rush periods, and months when practically there would be no employment for tailors. This, of course, means less uniformity in the making of the garments themselves, and probably an increased cost. It would eventually necessitate a different arrangement with the mills in reference to the delivery of woolens.

Late buying would, of course, solve some of the difficulties of the retailer, leave less to guess and reduce his chances of overstocking through his inability to forecast future conditions. It would, however, tend to decrease the grade and raise the cost of his merchandise. With these conditions of manufacturer and retailer as they are, it seems imperative that the retailer should give the manufacturer his support by buying as early as possible such merchandise as he feels sure that he may dispose of, and the manufacturer should assist the retailer by every means in his power to reorder, with an assurance of quick delivery and workmanship up to the standard.



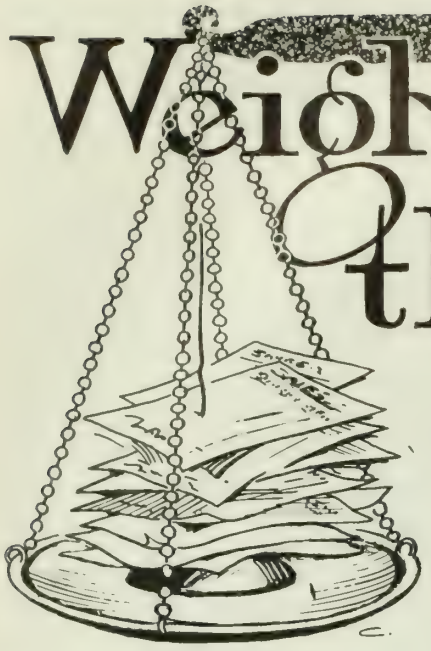
VENTILATED CLOSED CROTCH.

A feature of a new union suit that will be placed on the market by a United States manufacturer is a ventilated closed crotch. This is a radical and new idea in union suit construction. The gusset is a perforated insert of double and elastic texture, the perforations of which are not directly opposite each other, thus preventing a draft upon the wearer. The particular benefit of the ventilated crotch, it is explained, is a practical provision whereby the confined heat of the body and the resulting accumulation of moisture, to the discomfort of the wearer, is avoided without interfering with the appearance or fit of the garment. The double ventilated fabric of this style closed crotch acts as a bellows, and, while the wearer is in motion, draws a steady stream of air through the crotch, thus allowing perfect circulation and avoiding moisture and consequent chafing.

ADJUSTABLE NECKTIE.

A necktie that can be lengthened or shortened is the invention of John Calvin Stanford, of Atlanta, Ga. The tie has a strip of rigid material secured by a single transverse line of stitching between the ends of the tie, so that the material of the tie may be folded over the strip in different directions to effect different adjustments in the length of the tie.

Weighing up the Salesmen



By William Cambell

In this article prepared for The Review Mr. Cambell, expert accountant, deals with the necessity of operating the business on a systematic basis. He maintains that the individual work of each salesman should be definitely known. In this way only can the dealer judge, with any degree of accuracy, who are the most valuable salesmen, and how this knowledge can be used to get the best results from the entire staff.

SOME years ago a business of comparatively small size changed hands. The first owner had not made much headway with it. He was the kind of man who makes a splendid employee but a poor employer. When working under direction he proved himself capable, aggressive, careful in detail—a brilliant salesman. On launching a business on his own account, he found new responsibilities saddled upon him which bewildered him. The detail and careful planning ahead which falls to the lot of an executive head were beyond him. He let matters slide, devoting his time to superintending sales. In other words, he worked *in the present* as the average employee does and let the future provide for itself.

Needless to state, poor Dempsey's experience as proprietor of a retail store was a short one and if not exactly disastrous was in a sense very inglorious. It took less than a year to run the business into a bad hole from which Dempsey extricated himself by selling out. The savings he had invested in the business were partly wiped out, but he was lucky in escaping with anything left at all. He secured his old position back and I understand is there to-day. He is doing as well as ever and each year adds to his neat pile of savings. He is, I may say, in his proper element.

System, His Cardinal Creed.

The man who bought out the business was a hard-headed fellow who had been in the commission business for some years. Harding, we will call him. He did not know anything about running a retail store but he did know the primary elements of successful business. He was the stamp of man who could take hold of any kind of a business, carefully get down to the roots of it and find out how that business needed to be run to get the best results out of it. He had a keen instinct for essentials and he believed in system as the cardinal creed of the business man.

Immediately on completing the deal whereby he secured the almost defunct Dempsey store, he came to me.

"This business," he explained, "is in bad shape. I am prepared to put in enough cash at the start to get it on a right basis. After that it has got to be put on a paying basis at once. We'll have to go through it with a dark lantern, you and me, and find exactly what's needed."

We went at it; and needless to state, found the business to be in a waterlogged condition. The systems Dempsey had put in were hopelessly inadequate and the details had been loosely arranged. We worked at it hard for some time and finally succeeded in putting in a system which seemed to fit the requirements of that class of business. A thoroughly experienced merchandising man was put in charge of the sales campaign. Harding, himself, camped on the system end of the business. He had it working like a well-greased machine in no time.

The business has grown many times over. A huge business oak has grown from the acorn that Dempsey planted. It must almost make him dizzy when he contemplates the store that has been built up and thinks of the wobbling little concern it was at the start.

Of all the systems we put in, there was one that I believe paid us best of all. This, at any rate, is the firm belief of Harding himself. It was a plan for keeping track of the work of the sales staff, which enabled him to judge accurately the worth of each employee. By means of this system he kept his sales staff as close to efficient as it is possible to do.

Weigh Up the Clerks.

When a man buys goods for his store he takes care to get good value; he tries to get articles that will yield a good margin of profit. Do you weigh up your clerks in the same way? Large departmental stores do this, in addition to dividing their store into departments. Your business may not yet be large enough to divide into departments, but there is no reason why you should not make every clerk a *Department*, and find out what clerk gives you the largest profit. Try it, and you will probably be surprised at the difference shown when you find that one or two salesmen are far ahead of their fellows. Study their methods and get others like them.

In teams playing for sport they weed out the weak men and so build up a team that wins the coveted trophy. Surely a business is at least as worthy of being built up as a baseball team. Yet how few businesses are run on such keen lines as a successful baseball team?

Do you take an analysis of your salesmen every week or month? Probably you know that it would be a good thing to do but are not sure of the best way to do it and so let the matter slide.

In order to check the men's sales, you will require either a cash register or to furnish each one with a duplicate counter book, one copy of sale to be handed in or filed as the sale is made out. Have a stick file for each salesman's slips, add them up every day and enter them in a record book. You will then soon find out who is selling the most goods.

Profit Margin Analysis.

You can go *further than this* and find out who is selling the goods that are bringing you the *best margins of profit.* The man who is selling just advertised goods at a small margin and at a minimum amount of trouble to himself is not the man who is going to help you to build up a big profitable business. When you find you have a good salesman it should be both a pleasure and a profit for you to give him an advance. It is surprising how good salesmen help a business and how poor ones let it down. Study the methods of your salesmen: it will pay you.

Encourage a steady, reliable man; don't be afraid of giving him a word of praise, let him see that he is appreciated. Now that rents are higher and nearly all expenses growing, you must look to the increase of your sales to keep down the percentage of your expenses and one very good way is to dive down into each man's sales and weigh them up. You will find a great deal can be gained in this way, so even if you have a cash register, have counter check books as well, keeping each clerk's sales separate and checking one against the other.

Lessons That Are Learned from the Inventory

The Need of Taking Stock at Least Annually is Emphasized—Too Many Merchants Think They Are Better Off Than Actual Conditions Show—Special Instances Cited.

Written for The Review by William Cambell.

It is my intention in this article to go thoroughly into some phases of stock-taking. The subject will perhaps seem a little untimely, as most retail merchants take their inventory during the first few weeks of the new year. In many respects, however, the present is the most suitable time possible. I venture to say that a large proportion of the merchants who have finished up their stock-taking either did not carry out the work on the most thorough basis or failed to comprehend all that their inventory had to teach them. Perhaps, therefore, the facts which I desire to present are likely to impress themselves thoroughly when the work of stock-taking is still fresh on the mind.

What Inventory Shows.

The first point to be brought out is the importance of the annual inventory. In the first place, it lets you know for certain what your stock is, and by including it in your assets your balance sheet when prepared by an accountant will show you how you stand. Secondly, if you took stock a year before, the difference in the amount of your surplus item will show your net gain during that period. Thirdly, if you have kept a purchase and sale journal and know the amount of your total purchases and total sales, it will show your gross profit—a most important point, because it will show you for certain what percentage of profit you have made, not what you think you are making. For instance, if you have put 40 per cent. on to your cost your stock-taking should show that your gross profits have been 28½ per cent.

Stock-taking tests your profits and determines if there is any leakage, so that at least stock should be taken once a year for that reason alone. The biggest and most progressive stores keep stock systems to tell them what their stock should be at any time, and if anyone could say with reason: "Oh, I take stock only once in about three or four years, because I have a good idea of what I have," it would be them. Yet, we find that the firms with the best records take stock the most frequently. Why? Because it pays them to do it, and they are in business, and they have big business because they have the right methods and know every detail of their business.

The writer knows men conducting large stores and enjoying the reputation of aggressiveness who have not taken stock for three years or more. They claim they have a good idea of what their stock is. I have tested this knowledge on several occasions and I would not risk a nickel on it.

A man starts in business and does $5,000 a year; he has five-thousand-dollar ideas, and possibly knows the amount of stock he is carrying; his business grows and he is doing three or four times that amount. That man's stock will have outgrown that man's ideas, and if he takes stock he will find that he has a great deal larger stock than he thought he had.

The Man Who Thought He Knew.

I was consulted by such a man once, and he wanted his business put in order. He confided to me that he knew all about it himself, but that he wanted to show it to a partner who was to get a share. I asked him how much stock he had, and he told me confidently that he could tell any leakage directly, and he almost apologized to me for his weakness in allowing an inventory of his stock to be made. It showed $6,000 more stock than he thought he had. I do not think he has quite forgiven me yet, but he increased his insurance, fired the man who kept his stock and put fresh energy into his sales department.

How to Go About It.

The next phase to be considered is the proper method of procedure in taking stock. It is a fact that many retailers who take stock out of a sense of duty carry out the work in such an incomplete way that it is really useless; worse than useless, for the merchant accepts the totals at their face value and believes he knows how his business stands. An incomplete inventory will often give a merchant an entirely erroneous idea of his standing and lead to the adoption of suicidal methods.

I remember one instance where a certain merchant had been carrying out his stock-taking each year quite regularly, but doing so on a slipshod basis that amounted in reality to guessing at what he had in stock. To make it worse, he based each succeeding year's inventory to a great extent on that of the previous year, with the result that each year he got further away from the truth. When the time of readjustment came—as it must come in all such cases—the difference between the real value of the stock and the figures on the books was almost unbelievable. It was great enough to create a suspicion of dishonesty in some minds, but I knew that the whole difficulty had cropped up through sheer carelessness.

System for Recording Stock.

Now, how is stock to be taken so that every article shall be taken down for certain and a prominent record kept, one that can be referred to and any article traced at once—a list that anyone can go over and check quickly? For this you need sheets numbered 00 to 99, and as it is generally sufficient to have 50 on a sheet, you need two sets of sheets, one set numbered 00 to 49 and the other 50 to 99. The reason for this is that you only need two lots of printing, even if you require hundreds of

sheets; after you get to 99 you add the figure 1 to the 00 and you have 100.

Previous to taking stock a ticket must be placed on each article or package to be taken, and, as it is taken down, the number on the list is marked on the article or package; the first article will be numbered 00, the second 1, and so on. The articles must be taken down in exactly the same order as they are arranged, so that a package numbered 40 would be between articles numbered 39 and 41.

If this system is thoroughly followed out you will get all your stock down and nothing down twice .

These sheets should be filed in a post binder and then you have a permanent and reliable list of your stock.

The experience of the writer extending over twenty years devoted to a study of business methods has shown him the necessity of taking stock frequently. Profit by this and you will never regret it. It is simple but it is comprehensive. It enables the merchant to cover the ground and to thoroughly estimate the stock.

USING PHOTOGRAPHS TO REDUCE BULKY SAMPLE CASES.

(Continued from page 72.)

ing will have become standard with most of the large houses of the country.

Practically all of our sweaters, knit goods, and knit underwear are now sold from photos; so are the notions, furnishings, muslin underwear, etc. We are expanding the idea in every department of the house, as rapidly as possible; and it will not be long before the sample trunk will be a rather small affair.

These results have not been accomplished in a day or a year, and the end is not yet, and to the merchant the benefits are just as great as to the road man.

SPRING SHAPES IN COLLARS.

In Spring collars there are three shapes which look likely to meet with popular favor. The double fold collar is one, with the V opening at the top instead of the lock top. The long point, too, will be a good seller especially in striped patterns and Madras cloths. These will be extremely good. Another big selling shape will be the double fold collar with the cutaway front in both plain and striped patterns.

Montreal.—Fire gutted the store of Brennan Bros., men's furnishers.

St. John, N.B.—For the third time in seven weeks, burglars visited the tailor shop of A. Gilmour.

Weyburn, Sask.—W. T. McConachie, formerly of Symes & McConachie, has opened a tailor shop here.

Pembroke, Ont.—Luxenburgs' men's furnishing store has been taken over by N. & D. B. Cohen, of Montreal.

London, Ont.—M. Fishbein has sold his business at 638 Dundas St. and will devote his whole time to his London "ready-to-wear" store at 256 Dundas street.

The above picture shows the progress being made on the five-storey 50 x 100 addition to the MacLean Publishing Co.'s building on University Avenue, Toronto, proprietors of this paper.

This building will provide space that has been urgently required for the last year or two for the editorial and business staffs of their various publications. That we have great faith in the future of Canada is shown by the fact that we have acquired the whole block on University Avenue, running from Edward to Agnes Street. As the business develops and as Canada develops, the next building will be erected on the southern corner of the property, bordering on Agnes Street. The old building on the right of the picture—and it is only four years old—is one of the most substantially built brick, steel and reinforced concrete buildings in Canada. It will be devoted exclusively to the printing presses eventually. It runs through to Centre Avenue.

Designed for The Review by Paul O'Neal.

Window Cards for Advanced Spring Showings

St. Patrick's Day a Time for Special Line of Decoration and Show Cards—For Hats, Ties or Clothing—Wallpaper Effects and Harps in Reverse Designs.

Written for The Review by Paul O'Neal

NO matter what the weather conditions are, lamb or lion-like, the first of March should see every progressive merchant alive to the fact that he should be pushing his Spring lines. It may be a little in advance to show straw hats, but "Advance Showings" always create talk, and talk is advertising. The young man who is particular about his wearing apparel is always pleased to see the coming modes for the Spring season. So the merchant who is out early with his Spring displays will be the one to attract trade, for it will be seen he is alive and up-to-date.

No Price-Cutting in March.

January and February should have seen all the winter lines well cleared, so that the Spring goods may have all the attention of advertising and pushing. There should be no necessity for special sales, price-cutting, or extra inducements during the month of March. Regular Spring lines should be in sufficient demand to keep business at a brisk point. This will be particularly true in ordered clothing. Orders should begin to come in promptly now, if a little extra advertising, display and decorating has been attended to.

It is important that some attention be given to decorating during the Spring season. Artificial flowers, garlands, a few singing birds, attractive cards here and there through the store will give an air of Springtime that will be attractive, effective and produce a buying feeling in your customers. The extra attractiveness will alone repay for all the expense and trouble. The public admire progressiveness in this direction and will talk and advertise your business enough to pay many times the cost of the work. In a western Ontario town, a men's furnisher spent considerable time in putting attractive window displays. It was only a short time after his arrival until he was known all over the town as the man with the "pretty windows." Rather odd, but it was powerfully good advertising—and he did business.

Design of Paul O'Neal.

The cards for your interior decorations should be about 6 x 10 inches, neatly lettered with pen or small brush. Have direct personal appeals on each, such as:

"Have you thought about your new Spring suit?"

"We have the tie that is specially suited for you."

"Try on one of our new mode hats—it will look well on you."

On each card have a YOU. Try this once and see the result.

For St. Patrick's Day.

March offers one day that will furnish a basis for decorating. That is St. Patrick's Day. The dominating color, of course, must be green. Harps, pipes, hats, shamrocks, etc., may enter into the decorative features. Crepe tissue paper may be had at moderate cost and used effectively for decorative purposes. Shamrocks in green card, and harps in gilt may be purchased or made at trifling expense.

The Sample Window Cards.

The cards presented this month are somewhat unique in design. They are merely suggestive and may be elaborated upon and adapted to any line of merchandise. The 75c card may be used for

ties, shirts or other similar lines. The price may be made to suit the article and the wording for gloves could be changed to "a pair" instead of "one." The card is a wall paper design. A piece of small pattern wall paper should be chosen. Mount this on a white or grey card and letter in white.

The one dollar and twenty-five dollar cards are wall paper effects showing a reverse design or how to kill two birds with one brick. Dark paper is chosen, and care exercised in cutting out design so as to preserve the "cut out" as well as the background. Mount each of these on separate cards and letter to suit the articles chosen. On the card with the

Design of Paul O'Neal.

background card a few flowers may be painted of the "splash" type, which are always attractive. The lettering on this card may be in black shaded in a color to harmonize with the paper.

Reverse Pattern Type.

The two harp cards are of the "reverse" pattern type. They are air brush designs made from the same pattern, using the background in one case and the "cut out" in the other. They may be gilded first and air brushed on top. Or they may be done in dark green color. The effect of passing the harp through the scroll or ribbon is easily accomplished. In fact, the design will show how it is done better than a word description. Notice the scroll on the dark harp is shown entirely on the face side, the harp being behind it. The lettering may be done in black and the figures in dark green, shaded with light green. But care should be taken to keep the colors in harmony, and free from strong contrasts.

These card suggestions should be of help to the enterprising card-writer or window trimmer and may be enlarged upon to suit the circumstances.

Programme of Ontario Branch, R.M.A. Convention

This will be held in the Temple Building, Toronto, on Wednesday and Thursday, February 25 and 26.

Wednesday Morning:—

Morning session opens at 10.30 a.m., when the usual preliminaries of registration, reception of delegates, and receiving resolutions will be in order.

Wednesday Afternoon:—

Address of welcome—President J. C. VanCamp of the Toronto Branch.
Response—B. W. Ziemann, Esq., Dominion Past President, Preston, Ont.
President E. C. Matthews' address.
Report of the Executive Officers.
Receiving and considering resolutions and reports. Some interesting subjects will come up under this order of business.

Thursday, February 26th (10 a.m.):—

Considering resolutions continued.
Secretary's report.
Treasurer and Auditor's report.

Thursday Afternoon (2 p.m.):—

The election of officers.
The election of representatives on the Dominion Board.
Arrange the date and place of next meeting.
Joint conference with leading wholesale merchants and manufacturers.

On Thursday evening at 8 o'clock a banquet will be given in the Assembly Hall when an address will be heard from A. F. Sheldon, proprietor of The Sheldon School, of Chicago, Ill., on "The Science of Building a Retail Business."

In sending out the programme Secretary E. M. Trowern adds several suggestions and hints regarding some of the questions to be considered. Among them are the following:—

"Please be in attendance promptly at every session. If you do not put something into the world, you cannot expect to get anything out of it."

"If you ask for a Convention Certificate, you will secure reduced rates on all railroads."

"Consideration of the report of the Special Committee who waited upon the members of the Ontario Government, to reduce the rate of our Business Tax throughout the Province."

"Consideration of the plan proposed by our Special Committee, to accomplish the purpose desired by the wholesalers and manufacturers, and for which they asked legislation known as the 'Bulk Sales Act.'"

"The new Parcels Post legislation and what effect it will have on the retailers throughout the Province."

"What effect the proposed Workmen's Compensation Act, which we have vigorously opposed, will have on the retail merchants if provision is left in the Act whereby the Board which will be appointed to administer it, can bring us into it without our consent."

"To what extent the large mail order catalogue houses are injuring the local trade of the cities, towns and villages of Ontario, and if they should pay their fair share of the up-keep of the various municipalities out of which they secure trade."

"The advisability of securing an amendment to the Transient Traders and Pedlars Act, so that it will be administered by the Ontario Government, who will license all pedlars and collect a fee and pay a portion of it to the municipality."

"The proposed Fire Marshal's Bill, which if it becomes law will place into the hands of a Fire Marshal the power to order certain changes in our premises, and we will have no opportunity to appeal, if the proposed changes are unfair to us."

"Consideration of what action we should take to discontinue the paying of freight cartage charges at both ends and what effect the recent arrangement between the railways and the cartage companies will have on the retail trade."

"Some practical plan to save trouble and delay in tracing parcels and securing payments for claims from express and freight companies."

"The appointment of committees from every section of our Association, to take up simultaneously the question of wholesalers and manufacturers selling direct to our customers."

"What further steps we should take to oppose Co-operative Society Legislation and Co-operative Society Stores."

"Consideration of further changes in the Weights and Measures Act, and especially the abolition of the fees for their inspection."

"A definite plan to develop and retain the retail trade of the home town and urge upon retailers to see that their importance collectively, as a class, is not omitted on any literature that is put out, advertising their town."

"A plan whereby our members will be protected against unreliable rating and collecting associations and agencies."

"The advisability of amending the Shops Regulating Act regarding the hours of employment for females."

"The question of retail markets and the municipality going into the retail trade, and showing why we should not be charged with being the cause of the high cost of living."

"The question of receiving credit notes from wholesalers and manufacturers which were not ordered, or not according to order."

"Consideration of what further means can be adopted to regulate or control severe price-cutters and trade demoralizers."

"Taking further steps to secure an amendment to the Criminal Code, to make false advertising a crime."

"Taking further steps to press our amendments to the Division Court Act regarding garnishees and simplifying the collection of small debts."

"A report will be submitted of the excellent results our members are meeting with in collecting their old over-due accounts, through our Credit Reporting Department."

Bad Debt Problems Were Discussed

Retail Merchants of British Columbia Get Together in Annual Convention on the Question of Improving Collection Facilities —Deputation Waits upon Hon. Mr. Bowser.

By Special Wire.

Victoria, B.C., Feb. 10.—The two-day convention of the British Columbia Retail Merchants' Association adjourned this evening after consecutive and spirited sessions. A number of important resolutions were passed, dealing with problems facing the trade.

The convention opened on Monday with a large attendance of retail merchants from all parts of the province, and representatives of all trades. A significant feature was the unanimity shown on many points, all the trades represented displaying a willingness to co-operate to secure better conditions.

Many of the points taken up and debated at greatest length had to do with proposed amendments to the provincial statutes, giving the merchant more adequate protection against the "dead beat." Statistics were introduced which showed that during the year 1912 the money lost by the retail merchants of the Province of British Columbia through bad debts amounted to one million dollars. This staggering total had not been improved upon during 1913, which was a bad year in the matter of collections. The unfairness of laws which permitted so serious a condition to develop was most pointedly brought out.

The present Capias Act fixes the amount at $50 for which a man can be prosecuted. Anyone owing less than that amount cannot be reached effectively. This phase of the question was debated at some length, and the consensus of opinion was that the minimum amount should be changed from $50 to $10.

The Loan Act, which allows farmers' money at 4 per cent. for co-operative societies, was criticized.

Changes were advocated in the Garnishee Act.

It was thought that there should be provisions making wives jointly responsible for goods sold for maintenance of the household.

In fact the "bad debt" problem bulked very largely in the proceedings, and the greater amount of the time was taken up in discussing the many phases of it. Resolutions covering the points above were carried.

To-day a strong delegation waited upon Attorney-General Bowser and laid the resolutions before him. The speakers gave a strong presentation of their case and showed the extent to which losses from bad debts had grown, demonstrating that it constituted a severe menace to business.

Hon. Mr. Bowser gave attention to the arguments presented and promised that the question would be given full consideration.

A number of routine matters were taken up at the convention, including election of officers and making arrangements for convention next year. The 1915 convention will be at Victoria.

The above brief synopsis of the proceedings at the convention of the British Columbia Retail Merchants' Association held at Victoria on Monday and Tuesday was secured by wire from our editorial representative in the City of Victoria. A complete report is being sent on, giving full particulars and a resume of the discussions. This will appear in next issue.—Editor.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

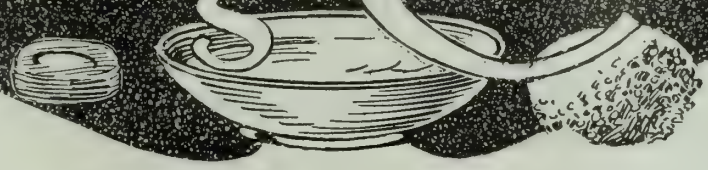
Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, dull facings. Blue occasionally worn.	Single breasted, white semi-V-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with dull facing.	Same material as coat or as facing of coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys	Single breasted like jacket, or fancy to harmonize	With black jacket same material, otherwise fancy stripes in cheviots and worsteds	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Challenge Collars



Selling Point — Number One

They're Water-proof

These famous collars lack nothing in appearance found in the regular linen collar, but have features which place them infinitely higher in point of service and appearance. Being water-proof they are easily cleaned with soap, water and sponge, thereby eliminating the laundry expense and ensuring a clean collar at a moment's notice. Arlington Collars are made in six grades, ranging in price from 70c to $2 dozen, each a third heavier in weight than other water-proof collars at a corresponding price.

A trial order of Challenge Collars will prove our statements. Five styles shown below.

The ARLINGTON CO. of Canada, Limited, Toronto

Western Agent: R. J. Quigley, Winnipeg. Eastern Agent: Duncan Bell, Limited, Montreal.
Ontario Agent: John A. Chantler & Co., Toronto.

Lion Brand Clothing

Correct and Exclusive Styles for Boys

We make nothing but boys' clothes. Into them we put every ounce of tailoring and designing skill that we possess. We give them elegance and exclusiveness, and the little touch which cannot be found in clothes that do not bear the Lion Brand label.

If you would capture the boys' clothing business of your town, get in a stock of these popular clothes.

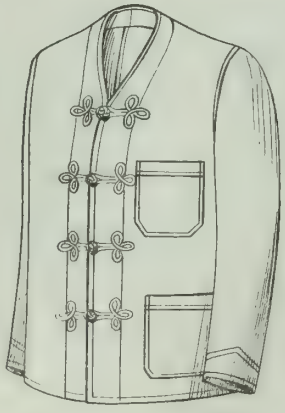
Write for Catalogue

The Jackson Mfg. Company

CLINTON, ONT.

Factories at :— Clinton, Goderich, Exeter, Zurich

Haugh BRAND



Duck Trousers—
$9.00, $10.50,
$12.00, $15.00

Duck Coats—
$9.00, $11.50,
$12.75, $13.50

As Illustration—
$13.00, $14.00,
$15.00.

Duck Vests—
$9.00, $11.25,
$12.00, $12.75,
$13.50.

Aprons-Carpenters'-
$2.25, $2.50.

Aprons—Butchers'--
$2.50, $2.75,
$3.00, $3.50.

Haugh Brand garments, in dust-proof packages.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd

College & Bathurst Streets
TORONTO

Brown, Tweeds and a Rival to Chinchillas is Fall Clothing Prophecy

Many Predict a Return to Brown After a Weak Spring—Worsteds Very High in Price—Meltons and Other Soft Cloths Will Come Back Again in Overcoats.

REPORTS of placing orders for Fall suitings state that black and white patterns are not being taken up quite as freely as for Spring. One manufacturer gives as an explanation that these patterns are made in so many qualities and the white is so often cotton or partly cotton that the trade are not quite so keen as they were. There is great buying, however, being done in small checks other than black and white.

The predominating colors for Fall, one Canadian authority declared to The Review, will be brown and gray. While many people thought that brown was done with, and it has been rather weak for Spring there seems no doubt that it will be stronger for Fall and Winter wear and may resume its old place as a standard color.

Navy blue of course is always good. Wholesalers report lately, a slight decrease for Spring in the sale of blues, but this can easily be accounted for by the tremendous sale last year while prices were jumping and in many cases merchants covered themselves at the low prices. But with the ever increasing demand for blues there is not much doubt that at the end of the year 1914, the actual yardage of blues used will be greater than that of 1913, in spite of the fact that there was considerable speculation in this color.

High Prices May Hurt Worsteds.

While many people feel that tweeds have received a set-back, it would not be a surprise if, owing to the very high price of worsteds, we should see tweeds take a very strong hold, especially for next Winter season. The price of worsteds is very high and it is almost impossible to get decent worsteds unless you pay a good figure for them, whereas a much more sightly tweed that will give equally good wear can be obtained at less money. Large sales of the latter, therefore, may be regarded as a strong possibility.

Chinchillas Will Have Rivals.

While overcoatings for next Winter will still be of the soft materials used last season, there will be a very much larger sale of smoother cloths such as meltons and cloths of the melton order. Chinchillas and Whitneys are undoubtedly going to be very strong and the showings of that class of stuff will be quite extensive. With regard to color, black, blues and grays as well as a great variety of mixture colorings will be shown.

TROUSERS IN ROTATION.

A cable from Nice, France, says:—One of the best dressed men in Nice has appeared with a strip of braid running down the side of his evening-dress trousers. He explains that the innovation is the idea of his tailor, who says a well-dressed man must possess at least four pairs of evening trousers in order not to wear any pair too frequently.

To make it certain that his customer wears his four pairs of trousers in rotation, he has made one pair stripeless, the second pair with a single stripe, the third with a double stripe, and the fourth with a triple stripe.

GLIMPSES OF NEW YORK

At the Ritz-Carlton, New York, says Men's Wear, a well-dressed young man was seen wearing a plain blue double-breasted suit, a blue shirt which had white cuffs, a white wing collar and a blue and white polka dot tie. A pair of light brown cloth topped boots completed a very quiet yet smart costume.

The same observer noticed also a well-known polo player and an equally well-known dilettante, both recognized as men of position. "I want your attention," says he, "for their boots—good-looking button boots. There was no exaggeration as to extension of sole. The shape is not new with them, a long vamped boot with a blunt toe and plain tips."

The dilettante wore a costume of black and white. A black two-button jacket and double-breasted waistcoat looked nice over black and white shepherd's check trousers. He had on a double collar, the inverted V showing a space at the top, and a grenadine silk sailor's knot tie.

This style of collar and tie will be seen during the coming Spring in New York.

The polo player wore a smart assembling of brown and green. Rich dull brown suits with indistinct green stripes are well liked and this man added to his a low cut double-breasted waistcoat and pale brown silk shirt and green bow tie and white double collar. He had lately returned from Europe and the colors he wore may be regarded as forecasts, as well as an odd shade of blue flannel, almost a peacock blue which another man had on.

The same afternoon at the Castle House, the dansant house, it was noticed that among the men and women of consequence and others there was little or no attempt at formal evening dress, especially with the men; they wearing their most informal town apparel.

SLASHED TROUSERS.

American Idea is Ridiculed in England.

Some of us remember Mr. Walter Passmore's exultant exclamation in "The Earl and the Girl"—"It ain't the coat wot makes the man; why, demme, it's the trousers," says a writer in the London, Eng. Daily Telegraph. So evidently, think certain sartorial experts in America, when they suggest that fashion is about to prescribe to the "nuts" on the other side, nether garments that shall be "slashed" or "slit," just as women's skirts are, according to the prevailing vogue. Of course, the prospect of "slashed" trousers opens up—as it were—endless possibilities, even to the average male mind. We seem to see visions of openwork socks vastly more elaborately embroidered than they are now. Also do there seem to loom up enchantingly dreams of fairy footwear, bejewelled shoe-strings, and dainty garters—with, perhaps, a bit of airy frilling thrown in. For, once you open the floodgates of fashion at the trousers seams from the knee downwards—that is, assuming that the innovation is to be confined to the line betwixt the knee and the ankle—where are you to stop? But, after all, why dally with the modern trousers at all? Why not hark back to the knee-breeches of our forefathers? Or if the desire be to exploit the grace of the male calf and ankle what is wrong with the kilt? But, perhaps, the kilt might reveal too much the poverty of the prospect, as it were, from below the knee. It

"Harvey" Knitted Coats

for men, women and children

Combined with the latest decrees of Dame Fashion is our own individuality—our own exclusive characteristics which have made Harvey Brand popular.

We are showing for Spring a wide range of coats in the new brushed **Angora** effect with reinforced iron-clad seams.

Harvey men's and ladies' fine Botany Wool underwear with the new style necks and drop seat ladies' combinations (Entirely new, absolutely closed and with the advantages of ordinary drawers) should be of interest to you. Be sure you see our range before placing order. Sold direct.

Harvey Knitting Co., Limited

WOODSTOCK, ONTARIO

Agents:—B.C. and Alberta—H. P. Lang, 601 Welton Bldg., Vancouver, B.C.
Man. and Sask.—Harvey Bros., 53 Scott Block, Winnipeg, Man.
Ontario—J. E. McClung, 33 Melinda St., Toronto.
Quebec—P. DeGruchy & Son, 207 St. James St., Montreal.
Maritime—F. S. White, St. Stephen, N.B.

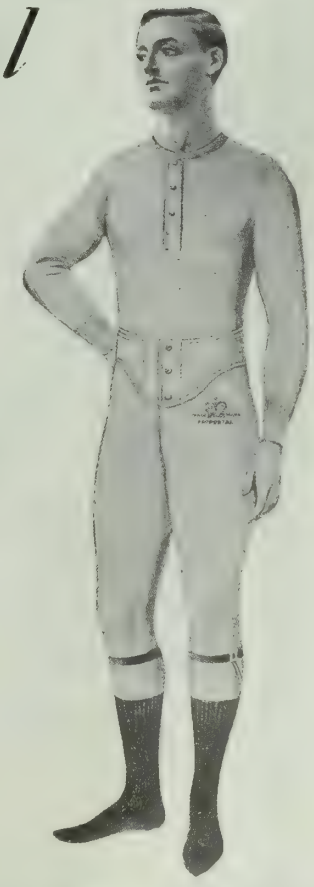
Imperial Pure Wool Underwear

The same high-grade quality of pure worsted wool that has made Imperial Brand Men's Underwear the most popular and profitable line on the market for the last 34 years is still being knit into comfortable, durable Imperial Brand under-garments for men.

We specialize in **Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double-Thread Balbriggan.**

With these rapid-selling lines stocked in your knit-goods department, your profits for 1914 will be greatly increased.

Your wholesale will supply you with Imperial for your Spring and Summer trade.



KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 ONTARIO

Clothing Designers' Style Forecast For 1914

AT the annual three-day convention of the National Association of Clothing Designers, Baltimore, one of the important features was the fashion exhibit and the issuing of a "Style Forecast for 1914." This forecast read as follows:

"Three-button, conservative men's sack; natural shoulder, with a straight scye line; length 31 inches, centre vent 9 inches; sleeve, 3-inch vent, two buttons; slightly form fitting, regular pockets.

"Young men's sack: Three-button, soft front, narrow shoulder, no pads, small sleeves, finished with cuffs; extreme form fitting, 29-inch, no vent; with or without patch pockets.

"Double-breasted, same type coat; 3 buttons; soft front; length, 29 inches; no vent.

"One-button cutaway coat; edge bound half and half with galoon braid, 3-16-inch wide; peaked lapel; low gorge, short-waisted; skirts extremely cutaway; 37 inches long.

"Dinner coat, satin faced to edge; collar and cuffs bound with satin; outside breast pocket; no vent; link button on front; 30 inches long.

"Dress coat, short waisted, low gorge, 39 inches long; 3 jet buttons on front; collar and cuffs bound with satin; outside breast pocket optional; extreme narrow skirts at bottom. Staple overcoat, single-breasted, fly front, slightly form fitting, 44 inches long.

"Young men's 3-button single-breasted button through overcoat; patch pockets, no outside breast pocket; narrow shoulders; small sleeves; extreme form fitting; 40 inches; no belt.

"Young men's double-breasted overcoat; 3 buttons, soft front; skeleton lined; made as above; bellows pockets; no belt.

"Balmacaan for the city trade; Five-button, button through, button to neck; one-piece sleeve; vertical pockets; skeleton lined; Prussian collar; 44 inches long; 90 inches sweep.

"Balmacaan; single-breasted, button through; convertible collar; two-piece sleeve; vertical pockets; skeleton lined; 48 inches long; 90-inch sweep.

"Box overcoat: Single-breasted fly front; 42 inches long.

"Vests: To go with conservative men's sack; 6-button; medium high cut, athletic scye. Trousers to go with conservative men's coat, 20 knee, 16 bottom.

"Trousers to go with young men's sack: 18½ knee, 15 bottom cuff."

takes a shapely man to wear the kilt properly.

English Experts Contemptuous.

"Slashed trousers!" said a leading London tailor, when the subject was broached to him. "Why," he exclaimed, "the thing is simply absurd!" More strongly than that, indeed, did the gentleman in question express himself, but that, perhaps, is besides the point. What matters is that this authority and others to whom the subject of "slashed" trousers was mooted, regarded it with unqualified contempt. They could scarcely find words in which to express their derision of the very idea. Said one of these men rather pithily: "Slashed trousers might appeal to the East-end coster, but not to the average Englishman. Anybody who suggests 'slashed' trousers for English gentlemen knows nothing of English male taste in the matter of clothing. You have only to look around you," he said, "in order to appreciate that what the Englishman desires above everything in his clothes is 'quietness' in style. In dress he utterly deplores 'loudness.' To wear 'striking' clothes is the last thing he wishes. What he really aims at is being 'well' dressed. And to think of an Englishman—whose sole desire, as I say, is for 'quietness' in his costume—wearing 'slashed' trousers! Why, the thing is positively unthinkable!" And the expert almost purpled with indignation as he spoke. It was as if his professional tastes were being gratuitously insulted. "Another American freak!" he seemed to say.

SPRING SHIRTINGS.

The trend in Spring shirtings is strongly towards bordered zephyrs and Oxford materials. Silks, too, are strengthening their hold more than ever, as also are silk and wool combinations. More highly-colored stuff is continually becoming stronger, the novelty effects showing tones of yellow, pink, green and purple. Striped designs of larger patterns in bright colors are being shown. salmon and blue, purple and helio on a white ground being some of the combinations.

Attention, Manufacturers' Agents!

We are being continually approached by manufacturers in Great Britain and United States who require representatives in this country, asking us if we can recommend suitable representatives.

We would appreciate it if you would drop us a line and state whether you can handle another good line in Canada, giving full particulars so we can refer these enquiries to you.

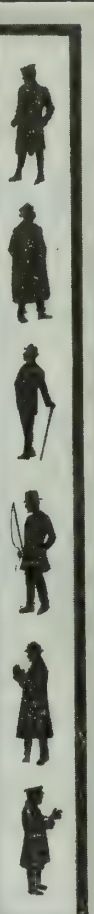
The Dry Goods Review

Publication Office, 143 University Ave., Toronto, Ontario

KANT KRACK

COATED LINEN

COLLARS



There are more KANT KRACK collars sold to-day than ever before

— Not because they are KANT KRACK collars, but because they give a service that has never been equalled. You can't get away from the fact that KANT KRACK exclusive features—the long slit over the back button-hole and the flexible flap, etc., prolong the life of the collar. KANT KRACK saves collar bills as well as laundry bills. Made in "One Grade only and that the best."

Made in Canada. Sold direct to the trade by

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

S. C. S.

Will your head be next?

Are you as necessary to your employer's business as you think? Can he replace you from the vast ranks of the unemployed who are looking for just such a position as yours—an ordinary sales position?

With the thorough training we give you in our courses in

CARDWRITING
AD. WRITING
SALESMANSHIP

you can face the world with the knowledge that **"You're wanted."** You will lose the feeling that "your head may be next." Plan on more money and a sure position by writing to-day for our complete prospectus on the subject you are interested in. Fill in the coupon to-day. Send it now.

SHAW CORRESPONDENCE SCHOOL
YONGE AND GERRARD STREETS
TORONTO

THE S.C.S. TORONTO

Please forward particulars *re* the course below marked with a cross.

CARDWRITING
AD. WRITING
SALESMANSHIP

Name.....

Address.....

.....

D.G.

CLOTHING IN LONDON AND PARIS

IN Paris it appears that double-breasted overcoats are leading in the demand of the well-dressed men this Winter, and the two-button model with form-fitting back is a favorite. In the single-breasted garments the conservatively cut, slightly form-fitting, style continues to hold its own. The skirts do not flare but are wide enough to allow perfect freedom in walking and the sleeves in many cases are finished with narrow cuffs.

A recent fad is to leave the top button of this garment unfastened, and in a number of the models the pocket openings and flaps are cut in curved lines.

In fabrics, the gray Shetland is favored and there are also a large number of blue mixtures.

Peculiar Pockets.

A very peculiar arrangement of pockets and pocket flaps was noticed on a form-fitting frock overcoat. The large side pockets were set on a slant towards the rear and the flap of the small "ticket pocket" was fixed on the waistline and overlapped slightly the flap of the slanting side pocket.

An elderly gentleman not long ago was seen in Paris wearing a striking double-breasted model. The coat followed the lines of the figure at the waist and a raised seam ran down the centre of the back. On either side of the seam starting just below the waist were two inverted pleats.

Attractive Golf Jacket.

"Bobby" Hale, of "Revue" fame, was seen playing golf the other day in an attractive jacket, says Men's Wear, London correspondent. By the addition of four short seams, placed on either side of the centre seam, the material is gathered into the waist without the addition of a belt. The result is one gets a business-like garment with a great deal of style and comfort. The front of this coat was like the ordinary single-breasted style with three buttons and two patch pockets.

"It seems to me," says the writer, "that this particular kind of coat will be a popular style for country sports during the coming year."

New Lease for Belted Overcoat.

It would appear from the notes of a London writer that the belted overcoat is in for another lease of life. At the beginning of the present Winter it was predicted that this fashion was finished, yet in Hyde Park one Sunday morning recently it may safely be said that six out of every twelve men were wearing belted overcoats. There were many ideas but the most popular seemed to be a straight back with belt from which the inverted pleat falls. This year's belted coats are being made double-breasted more often than single.

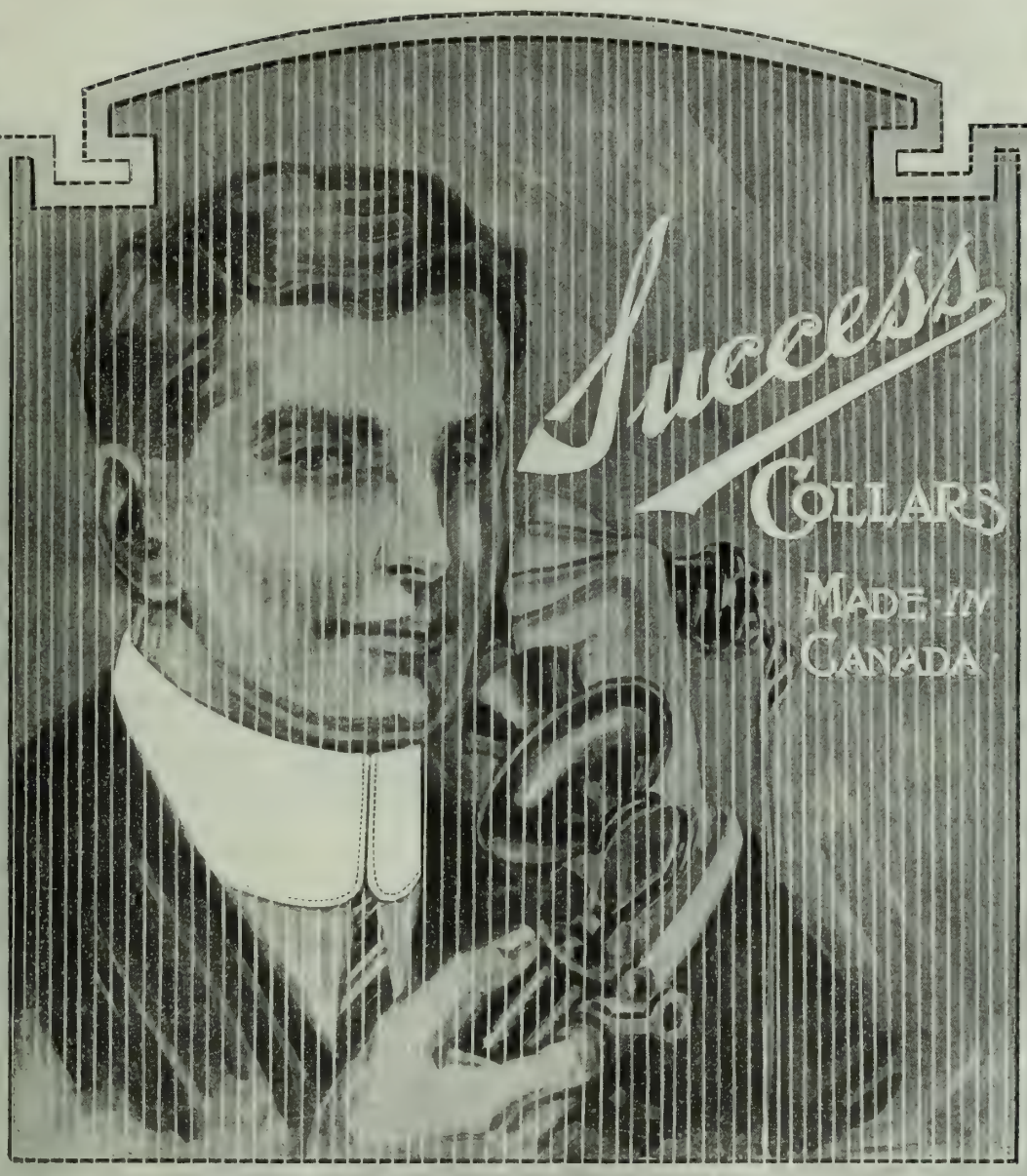
Next in popularity seem to be single-breasted Chesterfields of black vicuna, hopsac and barathea cloths. Every one of these have double-breasted lapels, faced with black corded silk and fly fronts—very plain English looking garments. Among the wearers of this latter syle was seen Lord Vivian while

Artists Alarmed at Men's Spring Fashions

According to the National Association of Clothing Designers, man must wear his clothes as tight to his figure as possible.

No padding will be used, and the man with the thirty-six-inch shoulder can no longer masquerade as the coming middleweight champion.

Quiet colors and little cloth will be the rule except for overcoats. Then every man can indulge his fancy to the fullest extent. Horse blanket effects, fattening sleeves and loud colors will be the mode.



Remember, in Success you get a first-class collar, well made, accurate as to size, a genuine hand-turned collar—which will hold its shape through the most severe laundry work.

The shape illustrated is the Success "Angus," a close-front model which is a steady big-seller. At the retail price, 2 for 25 cents, Success offers the best value on the market. Ask your wholesaler.

The Canadian Converters' Co. Limited
Montreal

young Lord Edward Hay favored the former.

The black Chesterfield coats seem the most popular for evening wear at the moment. At the Empire Theatre, on the occasion of the Oxford and Cambridge varsity Rugby football match, the young bloods flocked up in thousands, and on this occasion again were seen many of the above-mentioned coats. Many of these boys favor the white silk tubular woven mufflers, which are wound round the neck and are tied in a big, flat knot at the coat opening. Otherwise these young men were not responsible for anything startling in the way of clothes

A Waterproof for Riding.

At the meet of the Quorn hounds not long ago, says a London writer, Count Arco was noticed wearing a very excellent waterproof for riding which had many good points but the most important of all was the attached apron fastened on the side, which absolutely shuts out any rain and completely protects the horseman from the waist to the calf of the leg. When the apron is not in use it can be put out of sight inside the coat and the garment can be used for everyday wear.

"Best Dresser's" Costume.

Mr. Mallaby-Deeley of London, who is said to be one of the four best dressed men in the British House of Commons, according to the London correspondent of Men's Wear, always wears perfectly cut trousers of some light gray material and a superbly cut black lounge coat and waistcoat—the coat braided at the edges. His collar and shirt are generally of blue with narrow white stripes; his necktie a dark blue with white spots and with this unusual get-up he dons a silk hat. He has been seen in Hyde Park on Sunday mornings wearing colored collars with a silk hat, he being in favor of such a Bohemian addition to town clothes.

When on the links he is said to wear golfing suits of cream or very pale biscuit-colored homespun.

CHANGE FOR EASTERN BUYER.

Ralph Bonnell, of St. John, N.B., Joins Selling Staff in Truro.

Ralph H. Bonnell, of St. John, N.B., who for the past twelve years has occupied the position of buyer for the furnishings department of Scovil Bros., Limited, retail clothing and men's furnishings dealers, has severed his connection with that firm to accept a position on the selling staff of the Eastern Hat & Cap Manufacturing Co., of Truro, N.S. Mr. Bonnell has been remarkably successful as a retail salesman and he will no doubt "make good" in his new work. He has a wide acquaintance all over the Maritime Provinces and also in Upper Canadian cities.

It is interesting to note that the Truro concern have recently organized another big industry under the name of Eastern Shirts, Limited. A big new factory has been built and samples of the new lines of high grade shirts are now being shown to the trade. It is understood that the company will cover every province of the Dominion with their sales force.

RALPH BONNELL.

FROCK COAT DOOMED?

A despatch from Cleveland says that "The frock coat is doomed. Next autumn any one wearing one of these time-honored, long-beloved, flowing frock coats will be chalked up as out of style. The International Association of Customs Cutters of America, fifteen hundred strong, is opposed to it. It indicated as much when it met for the thirty-fourth annual convention here."

To use the words of one of the leading members of the committee selected to draw up a set of resolutions on what men shall and shall not wear hereafter the frock coat will be "utterly abolished."

"The long-tailed cutaway will be in vogue for an indefinite and lengthy period," he said.

It will also be perfectly impossible, according to the tailors, for any one to wear an evening coat that has not a plain silk or satin facing and satin cuffs to match. Waistcoats for evening wear must be of white silk, with white ball pearl buttons, four of them, close together. And, besides, there must be broad braid on the trousers.

"Silver suitings" are to be the thing. Their effect, it is said, will be, at a distance, like a shining piece of silver. They may be plain or of black and white mixtures.

All the coats are to be a little longer than in previous years. The waistcoats will be high buttoned, without collars. The trousers are to be narrow, with cuffs.

CLOSED CROTCH SUIT IN U.S.

At the annual meeting of the Jobbers' Association of Knit Goods Buyers in New York. The closed crotch union suit situation was touched upon by F. H. Burgher, of Bliss-Fabyan & Co. Mr. Burgher said that in his belief the situation would be cleared up and that the 25 manufacturers he represented would defend any suit brought against members of the association in regard to the closed crotch union suit. He commented upon the phenomenal growth of sales in this particular line and stated that the value of union suits sold in 1899 was $800,000 and had increased in 1909 to $9,000,000.

THE NECKWEAR MARKET.

At the present time all varieties of scarfs seem to be selling well, with no particular leaders, says "Men's Wear" of New York. The tendency toward better grades is growing, the result of which is in favor of the dollar scarf. The salesmen behind the counter, noting this, are inspired with the courage to show the one-dollar grade first, instead of the fifty-cent scarf. Manufacturers who have found it difficult to make a fifty-cent scarf that would yield a profit to themselves, to the retailer and give satisfaction to the wearer, welcome the change and hope that it will become stronger as the season advances.

The larger designs are still in the lead, and a diversity of colors are called for, though some furnishers are of the opinion that more conservative colorings will follow, probably after Easter.

There is considerable comment upon the status of knit neckwear, some believing it will be in improved demand, basing this opinion upon the favorable experience wearers had with knit scarfs two seasons ago. Returning to the silk scarf for a season, they find that the wearing qualities of the knit tie surpass does not show pin holes is another argument in its favor. On the other hand, the wonderful array of patterns in the cut silk variety is strongly in the latter's the later, and the fact that the former favor.

There is said to be a good demand for printed crepes for Easter, and they are expected to be a popular summer scarf, competing for favor with wash ties.

That bias stripes and patterns are favored is admitted, and this fact, some makers say, it not altogether to their liking, nor to the entire satisfaction of

(Continued on page 94.)

Are you listening?

All the extra-size talk and silk-lined sentences about Garment Hangers wont convince you half as quickly as to the correct shape and finish of the Taylor Hangers, as the sample you will receive by writing us, stating the style best suited to your requirements.

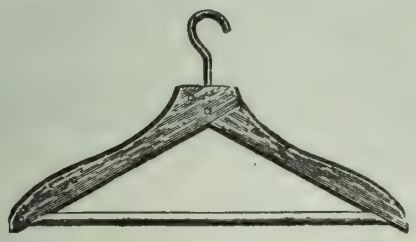
Store and display your clothing in such a manner that the public can come into your establishment and see the wide range of shades and fabrics carried in stock. Permit them to examine the stock and satisfy themselves as to style, quality of fabric, workmanship, and special details by displaying your clothing on Taylor-made racks. The customer will enjoy looking over the line, and your salesmen's time will be saved, and the coats will "try on" without pressing.

Don't wait until your Spring Clothing arrives, but order today. Racks and Hangers for "right-a-way" shipment.

Made of Polished Steel Tubing. No paint, no rust, no tools or trouble to set up.		Made of Oxidized Steel Tubing. Shipped crated. K. D. Ball Socket Rollers.	
6 feet long, 6 post	$10.50	6 feet long, 6 post	$13.00
8 feet long, 6 post	11.50	8 feet long, 6 post	14.00
10 feet long, 6 post	12.50	10 feet long, 6 post	15.00

Suit racks, 5 feet high, 26 ins. wide. Overcoat and ladies' garments, 6 feet high.

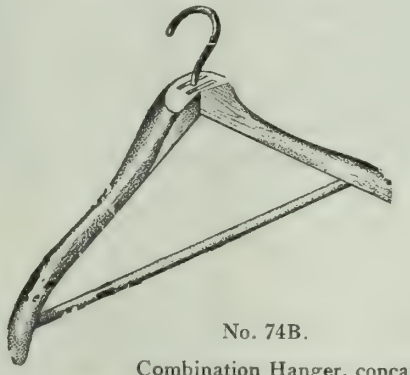
Additional for side rod, $1.25 each.



No. 331B.

Men's combination hanger with inserted bar to hold trousers, $7.50 per 100.

Made in boys' size, only 15 inches long, $7.50 per 100. With wire attachment, $8.50 per 100.



No. 74B.

Combination Hanger, concave shoulder, shaped to fit collar of coat, will keep the garment in perfect shape, $15.00 per 100. With wire attachment, $16.00.

No. 92.

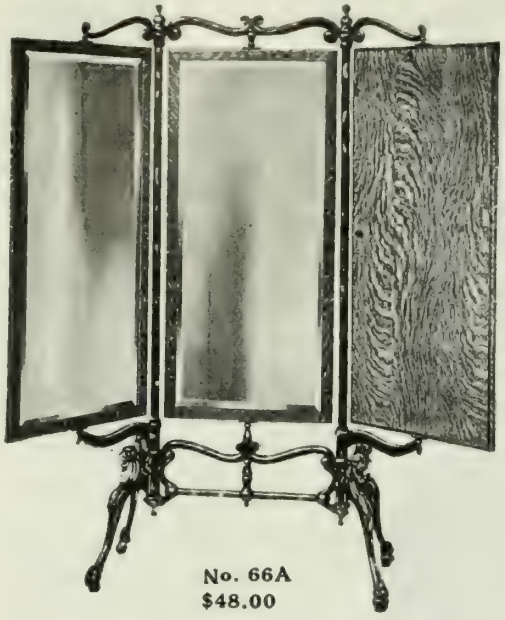
Combination skirt and coat hanger, $6.00 per 100

The Taylor Manufacturing Co.

82 Queen Street North HAMILTON, ONT. John D. Moser, Manager

A new moderate-priced Triplicate Mirror

—a selling help no store should be without in the clothing and ready-to-wear departments



No. 66A
$48.00

There was a day when a merchant would not dare allow his customer to see the back of a garment being tried on but that day is gone. No merchant can hold his business to-day if he does not give perfect fit and satisfaction with every sale in the clothing and ready-to-wear departments.

This triplicate mirror, like all

Clatworthy Fixtures

has a reputation for superior workmanship and high quality materials to sustain. It is made with a strong, yet light, metal frame in the popular oxidized copper finish, heavy British bevel mirrors, with back of quarter-cut oak, handsomely marked, mounted on ball-bearing casters, easily moved about. **Let us send you our big catalog showing the complete Clatworthy range of store fittings and display fixtures.**

CLATWORTHY & SON, LIMITED

"The largest makers of Display Fixtures in Canada"

Established 1896 — **161 King St. W., TORONTO** — Incorporated 1908

IMPORTANT to PYJAMA MAKERS

Ashton & Pulford

22 Back Piccadilly
MANCHESTER (ENGLAND)

Can supply all your requirements in

KNITTED or BRAID
GIRDLES, FROGS,
LOOPS, TASSELS,
BUTTONS, TAPES, etc.

"CEETEE"

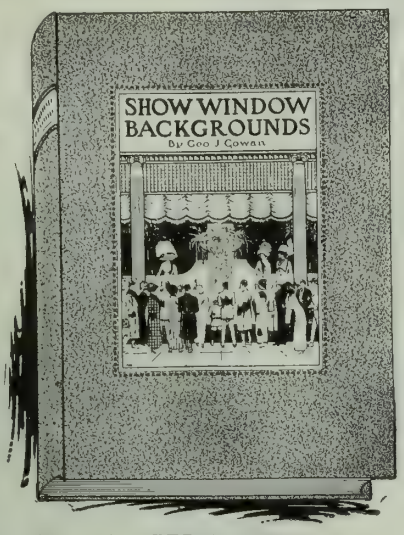
Worn by the Best People
Sold by the Best Dealers.

UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.

The T. Turnbull Co. of Galt, Limited
Galt, Ont., Can.

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.



This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN
Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it possible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

New Year's Windows.
White Goods Windows.
St. Valentine's Day Windows.
Spring Opening Windows.
Easter Windows.
Summer Windows.
Horse Show Windows.
Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
Thanksgiving Windows
Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
Sale Windows,
Bas Relief Backgrounds.
Stencil Backgrounds.

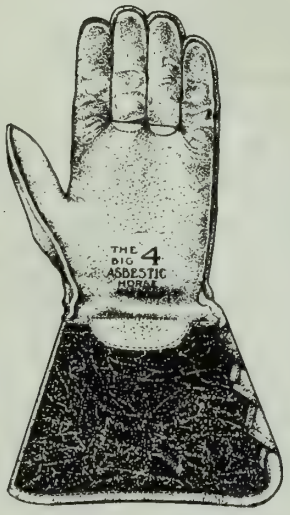
and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.70.

The MacLean Publishing Company, Ltd.
Montreal - Toronto - Winnipeg - Vancouver
Book Department
143-149 University Avenue, - TORONTO

The Glove That Made The "Big Four" Famous



No. 542. $11.00 Doz. Pair

The only engineer's glove made in Canada with a seamless thumb—

This is, without a doubt, the best engineer's glove made in Canada. It is absolutely steam and scorch-proof, being made of chrome-tanned leather only. When dirty it can be washed in gasoline and will dry out as soft and pliable as new. It is made with welted thumb and hand outseam—Union made and fully guaranteed.

THE 4 BIG
TRADE MARK REGISTERED

A trial order will convince.

The Durham Glove Co., Limited
BOWMANVILLE, ONTARIO

R. D. Fairbairn
President

Thos. D. Kerr
Managing Director

retailers, as the bias goods are apt to stretch out of shape the first time they are worn, a fault not found with the straight silk. No matter how carefully the bias tie is made it is bound to bound to stretch, and the excessive strain used in pulling it through the fold collar almost invariably rips or tears the lining, with consequent complaints from purchasers. The call for the bias scarf makes it imperative that they be supplied, however, and there are numerous dealers who maintain that very few complaints are heard or claims made.

BOYS' SWEATER SIZES.

The National Wholesale Dry Goods Association announces that the first statement of the scale of sweater sizes submitted by a special committee to the Jobbers' Association of Knit Goods Buyers, contained a slight inaccuracy. The corrected scale for boys' sweater coats is as follows:

Boys' Sweater Coats.

Chest.	Width.	Length.	Sleeve.
24	11	18	13
26	12½	19	13½
28	13½	20	14
30	14½	21	16
32	15	23	19
34	16	24	20

This report is tentative and will be acted on at the July meeting.

NEW BRANCH R. M. A.

Branches of the Retail Merchants' Association have ben formed at Fort William, Port Arthur, Kingston, Fort Francis, Port Perry, S. S. Marie, Sudbury, Uxbridge, and Hamilton. Where returns of officers have been received containing names of men in the dry goods trade, these are noted below:—

Kingston.—E. H. Steacy, president; John Laidlaw, first vice-president.

Port Perry.—F. W. McIntyre, president.

S. S. Marie and Steelton. — Second vice-president, H. Bryans; secretary, F. Gorman.

Uxbridge.—N. Alexander, secretary

Among the Merchants Over Canada

Galt, Ont.—Miss M. Cowan, milliner, has sold out her business.

Sydney, N.S.—Mr. Bonaviski, sustained a loss of $9,000 by fire.

Princeville, Que.—Mrs. Albert Bussiere is registered as a general merchant.

Kipling, Sask.—Louie Kresey has succeeded Geo. Maskell, general merchant.

Brantford, Ont.—The Slingsby Woolen Manufacturing Co. sustained $500 loss by fire.

Sheho, Sask.—M. Cremer has succeeded Soloway & Cremer, general merchants.

Blind River, Ont.—P. J. Kenny, general merchant, is moving to Algoma Mills.

Howell, Sask.—Chas. Mossen & Son succeeded Marcott & Mossen, general merchants.

Montreal. — The premises of H. Garght, cloth manufacturer, were damaged by fire.

Hawarden, Sask.—M. W. Perry, men's furnishings, has been succeeded by E. S. Fligg.

St. Thomas, Ont.—S. Chant, dry goods merchant, will commence improvements to his store shortly.

Montreal, Que.—The Harris Company, manufacturers of celluloid goods, sustained a fire loss.

Bethune, Sask.—Jennings & Slater have succeeded Jennings & Winterstein, general merchants.

Cornwall, Ont. — A branch of the Dominion Retail Merchants' Association has been organized here.

Wiarton, Ont.—Damage to the extent of $2,500 was done to the dry goods stock of the Levine store here.

Edmonton, Alta. — Thieves stole $1,500 worth of furs from the fur store of Alexander & Hilpert. The furs were found afterwards hidden in an adjoining barn.

Toronto.—John C. Green & Co., Ltd., wholesale milliners, have purchased Nos. 291 and 293 Spadiana avenue.

Alton, Ont.—Wm. Algie, proprietor of the Beaver Mills, who recently purchased the machinery of the Waterloo Knitting Co., of Carleton Place, died early in February.

Waterous, Sask.—The firm of Steen & Bretz has dissolved partnership. Mr. Bretz leaves for an extended eastern trip shortly. W. J. G. Steen has taken over the business.

Edmonton, Alta.—At a meeting of all the employees of the Hudson Bay store, M. S. Booth, the retiring general manager, was presented with a solid silver combination tea and coffee set.

Hamilton, Ont.—The W. E. Sandford Manufacturing Company entertained their employees at their annual banquet, supplemented by a musical programme and later by dancing. Superintendent George Sweet occupied the chair. Speeches were given by J. J. Green, D. Kapple, R. McHaffie and H. Dodds.

New Liskeard, Ont.—Capling & Hickling are holding a thirty days' cash sale. To every purchaser of $2.00 worth of stock a coupon is given, one out of every 50 coupon holders wins a $10 prize free.

Melfort, Sask. — McCallum's Haberdashery is offering a $400 piano free to the person getting the key that will fit the lock. Keys are supplied with every $2 purchase.

Alton, Ont.—Wm. Algie, head of the Beaver Woolen Mills here, whose death was noted in a recent issue, was well known as "the man who invented the Drummers' Snack"—a combined concert and picnic held annually for commercial travelers ever since Mr. Algie established it twenty-five years ago. The earlier celebrations were usually held at Mr. Algie's home in Alton.

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You Wish to Become a Well-Read Man, Do You Not?

Each of us can probably recall to mind among his acquaintances one or more men who appear to be so well acquainted with any subject that may be brought up for conversation that they are able to enter upon a discussion or give information upon the matter whatever it may be. They are men to whom we instinctively turn for information whenever any question crops up with which we are unacquainted and upon which we need enlightenment.

At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

What then is the reason for this deference we consistently show them by asking their opinions on this or that question?

Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

You will doubtless admit that such a man occupies to some extent an enviable position among his fellows; and the object of this article is to show you how by the employment of a small portion of your leisure time regularly, methodically, and at practically no expense to yourself, you can also occupy this enviable position and become one of those well-read men, to whom your friends will turn for information whenever they may be in need of it.

You have, of course, heard of MacLean's Magazine and have probably at some time or another seen a copy. It is a purely Canadian Magazine, and was originally called the Busy Man's Magazine, a title which explains the idea upon which it was originally founded.

The average man of the present day is too much occupied in his business avocations to devote a great deal of his time to literary pursuits. In many cases the daily papers form the extent and limit of his literary experience. Now, while the reading of the daily paper is practically a duty which no live merchant should neglect, the man who is ambitious of improving his mind will feel a desire for a little more than the daily or weekly magazine can give, and this is where MacLean's Magazine stands ready to give him a helping hand.

The March number is particularly interesting and a source of interesting information. It is brimful of good instructive reading, containing just that information which is most beneficial to busy Canadian business men to keep them in touch with things Canadian.

Secure a copy from your nearest newsdealer to-day, and become acquainted with Canada's foremost magazine.

Price 20 cents a copy. **Subscription $2.00 a year.**

THE MACLEAN PUBLISHING CO., LIMITED

143 UNIVERSITY AVENUE ∴ ∴ **TORONTO, CANADA**

Let the breezes blow—
The Cooper 3 *in* 1 cap will stick

The Windless Three-in-One Cooper Cap

embodies selling points in an abundance which cannot well be overlooked.

Selling points are what you want. The exclusive points embodied in the Cooper three-in-one cap will turn your cap stock into ready cash very quickly, and will make satisfied customers and friends for your store.

Point No. 1. Three sizes in one cap. A size 6¾ cap will automatically adjust to a head 6⅞ and 7, without changing its comfortable feeling or perfection of shape. This fact enables you to reduce your stock two-thirds and still have a good assortment, or to have a larger variety with no more outlay.

Point No. 2. The windless front. The Cooper cap fits the head in such a way that the wind does not strike the forehead. It sticks to the head on the windiest day.

Point No. 3. Every cap guaranteed. Every Cooper three-in-one cap is guaranteed perfect—will be replaced if defective.

Point No. 4. The leading styles. The Cooper trade-mark in any cap is a surety of its correctness in style and its easy fitting (Fit-Eze) construction.

You should see the range now. Samples on request.

THE COOPER CAP COMPANY

260 Spadina Ave. **TORONTO**

MEN'S WEAR REVIEW

In This Issue

White Polka Dot on Gold Background.
The New Tango Tie.
Half a Dozen Colors in Club Stripes on Single Tie.
Broad Pink Stripes in Shirts.
Color Combinations in Cross-Stripes on Mushroom Shirts.
Black Soft Hat Coming for Fall.
How Men's Furnisher Reaches the Fans at the Ball Grounds.
A 25-cent Tie Bargain Show Case.
Trying for a "Union" Men's Furnishing Store.
Fall Styles in Suitings.

MARCH, 1914

THE MACLEAN PUBLISHING COMPANY, LIMITED

PUBLICATION OFFICE 143-9 UNIVERSITY AVE., TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

The MARCH Issue of

"FOOTPRINTS"

contains the

1914 CATALOGUE

of

"JACQUES CARTIER"
"MERCHANTS"
"DOMINION"
"ANCHOR" and
"FLEET FOOT"

Brands of Rubber Footwear

It is full of new and improved styles and shapes. If your copy has not reached you, write for one. It is the largest and most complete catalogue of Rubber Footwear ever issued

Canadian Consolidated Rubber Co., Limited

SELLING AGENTS

MONTREAL

28 BRANCHES THROUGHOUT CANADA

From the man in the Ditch to the man in the Auto ∴ ∴ ∴

Every man who has occasion to protect his clothes from soil, whether he be working on the railroad, in the ditch, or repairing his car, he will appreciate the comfort and service-giving features of

"Carhartt's Overall Uniforms"

They are cut in roomy proportions and are well made, being sewed with the strongest thread procurable, reinforced where the strain comes, supplied with a patent safety watch pocket and self-adjusting suspenders. Even the buttons bespeak the Carhartt quality.

Your trade will appreciate these famous working man's clothes. Why not send for a trial order to-day? Try them for sixty days. If they are alright, keep them; if not, return at our expense.

Our approval assortment consists of **Carhartt's Overall Uniforms** and **Gloves** — gloves that have double the life of the ordinary.

Carhartt's Corduroy Pants

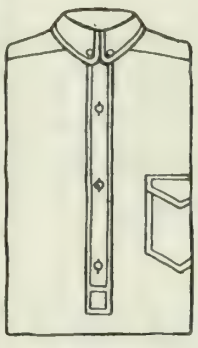
Carhartt's Gloves

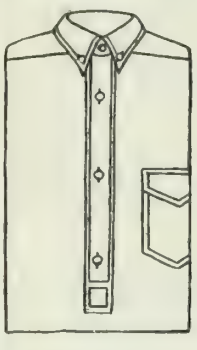
Drop a card to-day. You will be sure to want the exclusive agency.

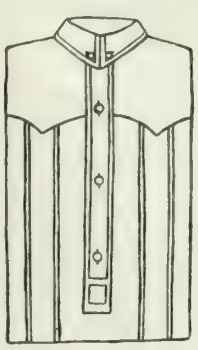
Hamilton Carhartt Manufacturer, Ltd.

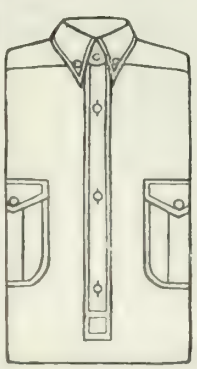
TORONTO, VANCOUVER

SURETY GUARANTEED SHIRT









"Sell a man one Surety Guaranteed Shirt—and he will come back for a Second. The Shirt makes good because it is good"

THERE is no question about the satisfaction a man feels in wearing a SURETY GUARANTEED SHIRT.

It means something to him to know that he is wearing the best flannel shirt that can be made—roomy, liberal in cut, patterned to fit, finished finely—and sold at a moderate price, and then this big added advantage over any other flannel shirt—a broad guarantee of a new shirt should anything prove to be defective or unsatisfactory.

The SURETY line is the most attractive line of flannel shirts you can handle for the Fall of 1914.

It means a bigger, better and vastly more satisfactory and profitable flannel shirt business than you've ever had—you are selling a guaranteed shirt with a name—and of a quality that lives up to its name.

Every outdoor man who wears flannel shirts—for work or recreation—is interested in the SURETY GUARANTEED SHIRT—whether he wants to pay only $1.00 or go higher for finer grades of materials. But no matter what he pays—he gets a *guaranteed flannel shirt.*

A national advertising campaign to the consumer will help you move your goods in the Fall of 1914.

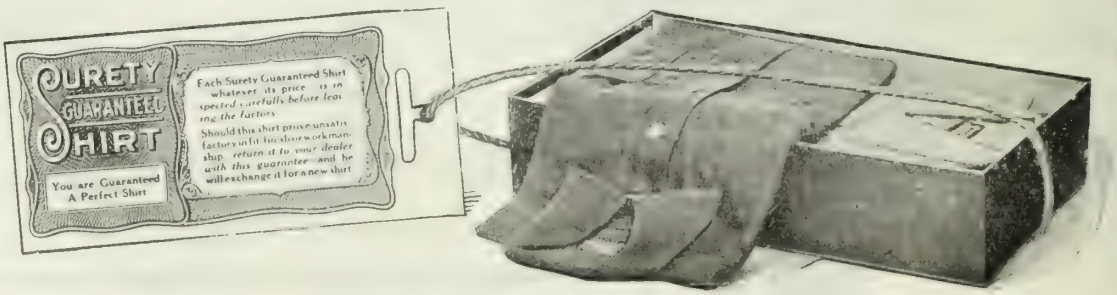
An attractive store hanger in three colors, furnished on request—this is no ordinary hanger. It was prepared by a high-priced artist—and it will move *your goods.*

Here's the big line for you for this coming Fall. Let your jobber tell you more about it. If he does not happen to carry the SURETY line just now—write us direct. We will give you the name of the SURETY jobber nearest to you.

Sidney Rosenstein & Co.

87-K Franklin Street
New York City

Established 1867


SURETY
GUARANTEED
SHIRT
You are Guaranteed
A Perfect Shirt
Each Surety Guaranteed Shirt whatever its price is inspected carefully before leaving the factory.
Should this shirt prove unsatisfactory in fit, finish or workmanship, return it to your dealer with this guarantee and he will exchange it for a new shirt

"Hero"

THE NAME SUGGESTS

Attractive appearance,
Clean-cut strength,
and staying qualities.

ALPHONSE RACINE, Ltd.

Wholesale Jobbers and Manufacturers

HERO SHIRTS

"Hero"

The name of Canada's best-value, popular-price shirts.

NEGLIGEE, DRESS, OUTING AND WORKING.

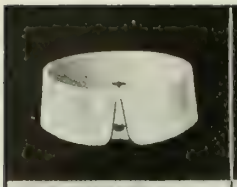
Manufactured and wholesaled only by

Alphonse Racine Limited, Montreal

The name makes sales easy.

Workmanship, material, comfort and style makes permanent customers.

340 to 350 St. Paul Street
MONTREAL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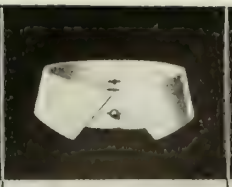
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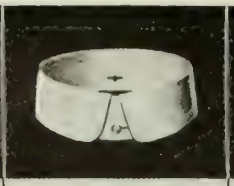
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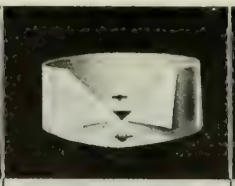

VIGILANT

AMERICA

ATALANTA

AURORA

Selling Point No. 2

His Own Laundryman

Two cents a day does not seem very much, but when you figure it by the year it amounts to $7.30. This is the saving which you can effect for your customers by introducing and selling them

CHALLENGE COLLARS

Any man can in one minute have a snowy-white, fresh-laundered collar by using soap, water and sponge.

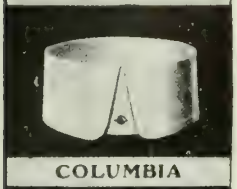
There are six grades in Arlington Collars, ranging in price from 70c to $2.00 a dozen, of which Challenge is the highest. They are all a third heavier than similar priced goods and are made in forty different styles for men and boys. Samples sent on request.

The Arlington Co. *of* Canada, Limited

54-56 FRASER AVE., TORONTO

Western Agent: R. J. Quigley, Winnipeg. Eastern Agent: Duncan Bell Limited, Montreal. Ontario Agent: John A. Chantler & Co., Toronto

GALATEA


COLUMBIA

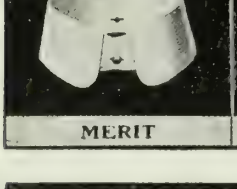
WINSOME

PILGRIM

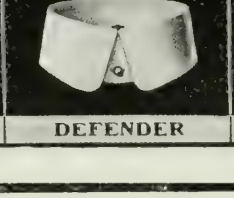
ROMAN

MAYFLOWER

SAPPHO


MERIT

MAGIC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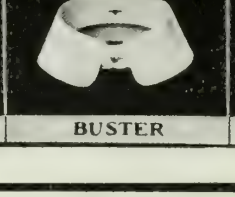
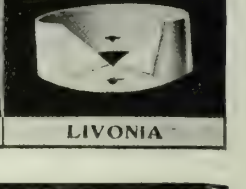

BUSTER

PRISCILLA

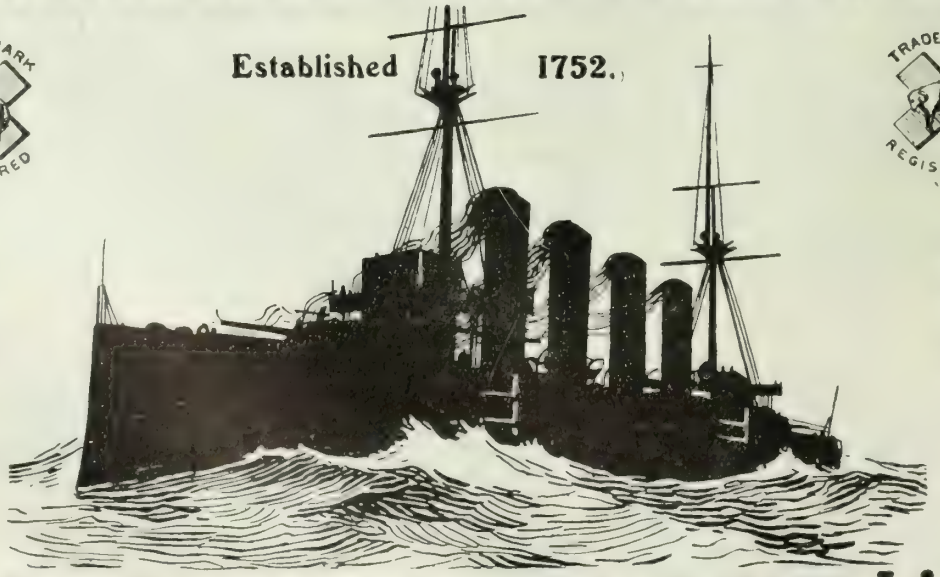

LIVONIA

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

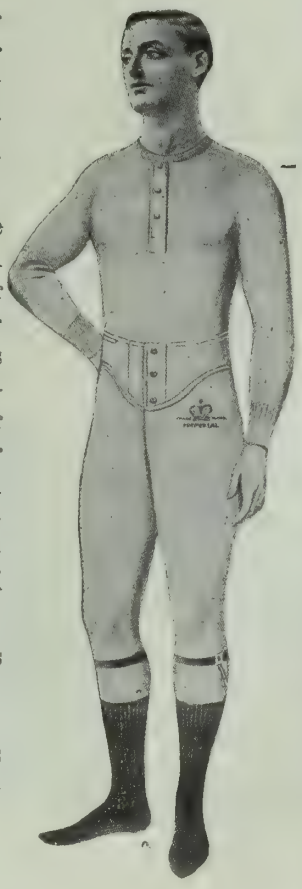
Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

—a Spring tonic for your men's underwear department

Imperial Pure Wool Underwear

If your men's underwear department needs a tonic try the remedy that has been successful for thirty-four years in boosting up sales. Give Imperial Pure Wool Underwear a trial. These comfortable undergarments for men hold their shape better and wear longer than the ordinary kind and through a process of our own Imperial is as soft as the softest.



Dealers throughout the Dominion have stocked this old reliable line year after year for no other reason than that it has given them and their customers 100% underwear satisfaction. Put *your* underwear department on a profitable, sales-repeating foundation by ordering a supply of Imperial Pure Wool Underwear.

We specialize in Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double-Thread Balbriggan.

Your wholesaler can now supply you with Imperial for your Spring and Summer trade.

Kingston Hosiery Co.

Established 1880

KINGSTON, ONTARIO

Two dozen reasons why you should handle Deacon Shirts

The first twelfth of a dozen

BEING shirt specialists we study the shirt requirements of the men—the outing man, the working man, and the boy. We study every feature of shirts to the smallest details in fabric, style and manufacture.

We make a shirt for every need.

Let us be your specialists in men's and boys' working and outing shirts. The Deacon line is brimful of interest. **Let us submit samples of our latest outing lines.**

The Deacon Shirt Company

BELLEVILLE, ONT.

MEN'S WEAR SECTION

Making a Hit With the Baseball Fans

Berlin Firm Set Up Score-Board in Field for Canadian League Games — Caused Increase in Business of 25 Per Cent. — Three Circular Letters to Each of 500 Persons.

WHILE the wideawake advertiser will endeavor to reach all classes of the community likely to be interested in his goods, in the men's furnishing business it is of the utmost importance that the younger men be reached. The older men generally tend to be more conservative about their dress, they are not so fussy as the younger set, nor do they change their styles so often.

The younger men are more likely to be caught by the newer ideas. They are more on the watch for the latest styles and, generally speaking, where the young men go the old men will eventually follow. In advertising, therefore, that style and that matter which are most likely to get results from the young men must not be forgotten and care must be taken to place these ads. where they will most likely be seen by those for whom they were designed.

Ball Players Work the Board.

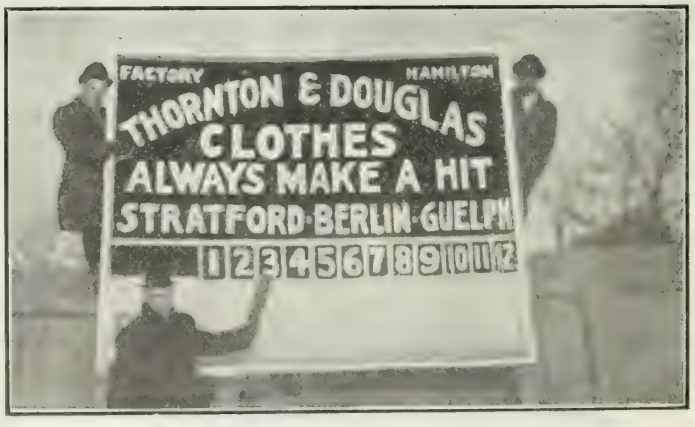
In order to catch the eye of the young men in in one of the places where they congregate most, H. Wettlaufer, the manager of the Berlin store of Thornton & Douglas devised an advertising plan to which he attributes a very considerable increase in business. He had erected on the local baseball grounds at the firm's own expense—which was not very great—a large score board at the top of which was placed in conspicuous letters, the firm's name and a general advertisement of the stock contained. Below was a suitable space for the names of contesting teams, one under the other, while to the right of these were spaces for the runs scored in each inning, as shown in the accompanying cut. At the District League matches the scoring was attended to by the management of the baseball club, to whom the board was a great convenience, as it kept all spectators well informed as to how the game was progressing. Thus the name of the firm was constantly before the eyes of the "fans," a preponderating percentage of whom were prospective buyers.

Mr. Wettlaufer says that great business was drawn by this ad. Many new customers, both old and young, who visited the store said that they had seen his advertisement in the baseball grounds and had come to see the store. There is no reason why this plan should not be worked to advantage in every town, he thinks.

Circular Letter with Style Notes.

Another scheme which this store has found to be advantageous is to send out a circular letter once a month for three months to a list of 500 people residing within a reasonable radius, both in town and country, whether customers or not. This letter would tell what was for sale in the store, what advantages they had to offer and what was the proper thing for the season's wear. The letter was not sent more than three times to any one individual in order that no person might be antagonized. Many new customers were also secured by this plan.

To each of these schemes Mr. Wettlaufer attributes a growth in business of 25%.



A good ad. set up in the baseball grounds in Berlin by Thornton & Douglas. The local ball club attends to the fixing up of the score each innings.

A Sample Circular.

The following is a sample of the style of circular letter sent out by this firm:

Dear Sir. — Everything is now ready for your critical inspection.

All our Xmas goods have arrived; are unpacked, and are tastefully displayed for your approval. And the gift boxes (which we will pack all Xmas goods in) will be here to-day.

As one who uses care in your dress, we feel that you will be interested to see just what the New York and London fashions have decreed. It is for this reason we are writing you, so that you may see the different lines all complete before they become broken.

Comfortable house coats, dressing gowns, bathrobes, the season's bestin neckwear, warm and stylish gloves, new ideas in ties, the latest in shirts, a splendid range of Christmas gifts for gentle-

Buying early is right good judgment. Every year more gentlemen are coming to believe in the policy of shopping early in the season.

Won't you drop in one day this week?

Respectfully,
Thornton & Douglas.

P.S.—If you have not as yet purchased your winter overcoat, be fair to yourself, step in and try on a Thornton & Douglas model. That is all we want. Our coats speak for themselves.

Interior of men's wear section of Dundas and Flavelle's, Lindsay, showing three methods for handling clothing according to value, and bargain tie display.

Three Methods of Handling Clothing in Lindsay Men's Wear Department

On Tables for Lower-Priced Lines, Racks and Glass Cabinets—Special Show Case for 25-Cent Ties With Handkerchief Background—How 102 Dozen Shirts Are Displayed.

DUNDAS & Flavelles, of Lindsay, have a men's store that is quite as attractive in its way as the dry goods, under the same roof. The introduction comes in a 30-foot window devoted to displays of clothing and furnishings. This extra width is secured by having the entrance at the side in a diagonal form.

The interior strikes the visitor as orderly and systematic in its arrangements. As will be seen by the illustration, one side is devoted to clothing. This is shown in three forms, on tables, on racks and in cabinets. Each has its approved uses. The tables are near the entrance, and the less expensive grades from $13.50 down are set out there. The manager of this department, Mr. Harry Brimmell, states that he arranges the larger sizes on top, "so that in-overlapping slightly they will keep the lower ones from getting dusty." To the left is a series of shelves for separate trousers.

Back of these are series of double racks, in the centre, for the better class of clothing, and behind these again racks for overcoats. The left side of the store is filled up with handsome glass, dust-proof cabinets, for the finest class of clothing $20, $22, $25, etc.

The firm thus are enabled to carry a very large stock of clothing, in all prices and sizes, and find that this ready-to-wear department is growing rapidly.

Selling Double Number of Hats.

The front wall of the store is covered with the latest approved glass cabinets for holding hats, and a large stock is kept in full view in this manner. Mr. Brimmell takes care that it is kept full of all sizes and designs, and considers that two or three hat sales can be made under this arrangement in the time it takes to make one where the salesman has to delve deep into a dozen hat boxes.

In front of this cabinet is a table for caps, arranged according to sizes. It does not take much space but the goods are shown prominently, and, with a good assortment, sales often are induced where they would not be thought of if the caps were hidden away in some other quarter of the store.

The first silent salesman on the right is devoted to jewellery on the top shelf, and soft hats and caps under it.

Handkerchief Background for Ties.

Next it is a show case with an ingenious arrangement for ties, as can be seen in the illustration. Four brass curtain rods are strung across so as to give a pyramid effect, the ends supported on curtain poles. To these are attached ties, each one set on a folded handkerchief for a background. This brings out the colorings of the ties prominently and is a neat and effective arrangement. This show case is used for a special line of 25-cent ties which the store always carries, as good value as it is possible to give. There is a constant "sale" of these going on. One show card is used inside the case, with a tie painted on it, and a short price inscription.

For the higher-priced ties, stands are employed on the top of the show cases, with black and staple stuff kept in boxes on the shelves. At Christmas time the "25-cent" show case is utilized for higher-priced, fancy stock.

Shirts According to Sizes,

Back of these, shirts and underwear are arranged in compartments along the

(Continued on page 53.)

Present Parcel Post Conditions to Last Five Years

Government, It Is Stated, Has Given This Assurance—Weight Limit Now Up to the 11 Pounds and 5 Cent Extra Delivery Charge Eliminated.

ELEVEN pounds is now the parcel post weight limit. It was the original intention of Postmaster-General Pelletier to hold the limit down to six pounds until first of May so as to prevent a tie-up of the system at the outset. However, trade, as the merchant would say, "has not been rushing," so we have the eleven-pound limit thrust upon us two months sooner. Dealers who have been taking advantage of the six-pound limit will, therefore, now be able to send parcels by post to their customers, weighing 11 pounds or less at parcel post rates.

Extra Five Cents Off.

Another change, and one that is of more or less interest and importance to many dealers is that the local additional rate of five cents per parcel has been eliminated. This means that in future all parcels posted within the 20-mile zone will be delivered to any place in the city at the ordinary rate.

TO LAST FOR FIVE YEARS.

This paper has received information on good authority that the present parcel post rates and weight limits will hold good for at least five years. A scale company which is putting a parcel post scale on the market claims that when it was making provision for its "ready-reckoner" weighing device, the question was taken up with the government, and the advice received that the present conditions governing the system would prevail for five years anyway.

There is, of course, always the possibility of a change of government, and it is a difficult matter to say what a new postmaster-general would do. Nevertheless, it looks as if the present government has given its pledge as above stated, and whether there is a change of officials or not it is pretty certain that the pledge will be maintained. The trade should, therefore, make a note of February, 1919, and see that it has a say as to whether alterations should or should not then be made.

READ THE NEW

PARCEL POST RATES

Rates of Postage on Parcels Mailed in the Province of Ontario

DESTINATION.	LBS. 1	2	3	4	5	6	7	8	9	10	11 lbs.
Any Post Office within 20 miles, including place of mailing	c. 5	6	7	8	10	12	14	16	18	20	22 cts.
Any Post Office beyond 20 miles but within the Province of Ontario	c. 10	14	18	22	26	30	34	38	42	46	50 cts
Any Post Office in Quebec or Manitoba	c. 10	16	22	28	34	40	46	52	58	64	70 cts.
Any Post Office in Saskatchewan or Maritime Provinces	c. 12	20	28	36	44	52	60	68	76	84	92 cts.
Any Post Office in Alberta	c. 12	24	34	44	54	64	74	84	94	1.04	$1.14
Any Post Office in British Columbia	c. 12	24	36	48	60	72	84	96	1.08	1.20	$1.32

IMPORTANT. **We Prepay Postage**

On all goods bought from us to any Post Office in Ontario. Send to us for everything you want and our Mail Order Department will give it prompt attention.

GUARANTEE. We guarantee all goods sent to you to be satisfactory or money refunded in full

THE RITCHIE COMPANY, LIMITED.

BELLEVILLE, • ONTARIO.

☞ Hang this in prominent place for reference.

One of 3,000 notices on stiff cardboard sent out by the Ritchie Company, of Belleville, to the surrounding district. At the top was a hole for hanging up this card for reference.

City merchants, therefore, who have customers in distant parts of the same municipality will now be able to send parcels to them without paying or charging up the extra five cents. This places the system in its regular running order and it remains to be seen of what advantage it is going to be to the country in general.

For Light Expensive Goods.

Retailers, and particularly general merchants who handle comparatively light, and at the same time, expensive goods, should go fully into the advantages of parcel post before rejecting it entirely. Dress goods, boots and shoes, books, many hardware lines such as tools, etc., and the lighter groceries can be sent within the twenty-mile zone at a fairly low rate. A fifty-dollar dress for instance weighing a pound or so could be mailed for 5 or 10 cents; a pair of boots weighing two or three pounds may also be mailed at little extra cost, and a cost which, considering the price of boots, would not be excessive. Same applies to expensive tools, etc. With

Mail Order Houses Active.

While the twenty-mile zone from each post office was made to protect the retail trade yet the mail order houses are not only taking advantage of the system to get after trade in the first zone, but beyond it as well. The following clipped from a city daily paper partially owned by a mail order house will be of interest:

"At some of the larger stores, the parcel post has been used to great advantage, and thousands of parcels are being sent out each day, and the expectation is that the increased maximum will lead to a very marked increase.

"The present time is an off season, the special winter sales are practically

(Continued on page 53.)

Include Interest on Investment in Overhead

Many Owners of Their Buildings Do Not Make Provision for This in Expenses—Why It Should Be There—Example of Successful Manufacturer—An Incomplete Statement.

By Henry Johnson, Jr.

It looks as if this letter might eventually become interesting:—

The Review, Toronto, Ont.

Dear Sirs,—Don't know to whom to address this but expect it will fall into the right hands. Took over this store July 1st, 1913, and doing about $40,000 per year (at that rate). Have $2,000 out on good accounts. My expenses are about $85 per week; get very good prices but don't seem to be able to pay bills the way I should. Please give a little advice, for which I am willing to pay.

Was located at ———— ————, before in a small store; did about $14,000 a year and made money every day.

Thanking you in advance,

Very truly yours,

———— ————

But the writer thereof must give me further details to work with. Certain zoological sharks are said to be able to rebuild an entire skeleton if they are given a single spinal vertebra; but I cannot do that, though I have been able to dig some interesting facts from very few figures and meagre details.

So I must ask this gentleman to tell me what he put into the store; what average amount of cash he has on hand; what he thinks he makes on an average in margin; and complete details of his expense account, including everything—such as his own drawing account, or allowance for household expenses, etc. Then I may be able to help him. There will be no charge for the service—it is a matter of mutual helpfulness. He will aid us as much as we can possibly help him.

* * *

Fixed Charges or Overhead.

Some months ago, quoting from a pamphlet issued by an iron and steel making concern, I enlarged on the sound busines policy of charging our own business with interest on its capital investment. So many have questioned the propriety of doing this that I am going to quote again, since the reasoning in that pamphlet seems to me particularly convincing and conclusive. The case is taken of a man who borrows $10,000 with which to go into business, because he has plenty of money but it is invested where he does not wish to disturb it.

He borrows at 5 per cent., therefore pays $500 annual interest and (properly) charges that $500 into expense, or "overhead." After five years he is enabled to pay off the debt and thereafter have $10,000 paid-up capital invested in the business. So I quote:

"Five per cent. on $10,000 was considered a proper overhead charge five years ago; why is it not proper now?

"Five years ago the business was required to earn 5 per cent. in order to pay interest and (we will assume) 20 per cent. to pay on the principal. Then you based your selling price on cost of raw material, productive labor and overhead, which last included $500 interest. Why should you to-day reduce your selling price and profit simply because you are furnishing the capital instead of your creditor?

"Are you not just as much entitled to demand $500 interest to-day from the business as your creditor was five years ago?"

All of which seems so conclusive to me that I cannot improve it. I have charged interest on my capital investment every year before I have figured any net profit at all.

Division of Expense.

What does it cost us to sell goods? The old, long-established English rule is that we shall pay from 6 per cent. to 7½ per cent.—never more than 7½ per cent.—for our wages; but I know of no rule for selling expense.

Recently I had occasion to figure what a certain clerk was costing me as a salesman. Dividing his salary by his sales over a period of five weeks I found that he was costing me 3¼ per cent.; but that man's time was not all taken up in selling. Probably not half the time could be so charged. This because he was window dresser, took care of the cracker department, buying all the supplies, and planned and executed a lot of the interior displays. I calculated that the actual selling time did not cost me more than 1¾ per cent. to 2 per cent.

To what account, then, should the remainder of his wages be charged? Plainly, to general expense, or overhead.

In the manufacturing business, work done by a man in turning raw material into finished products is called "productive labor," and, as such, is charged into cost of the various jobs. Other work, such as a foreman superintending a job, goes into overhead. Probably a similar practice would be good in our business. We might properly analyze our expenses so that, as in the case of the clerk mentioned, actual selling time should be charged to wages and the remainder to overhead; because selling is productive and other work is certainly general in its character.

Items of Overhead.

The following is given as a list of overhead charges; and I think it will fit our business, so far as it goes, just as well as it fits the manufacturing business:

1. Stationery.
2. Postage.
3 Telegraph.
4. Telephone.
5. Insurance.
6. Advertising.
7. Fuel.
8. Light and Heat.
9. Traveling Expenses.
10. Taxes.
11. Power.
12. Rent.
13. Repairs.
14. Depreciation.
15. Salaries of employees not engaged in productive labor.
16. Claims allowed.
17. Bad debts.
18. Attorneys and collection fees.
19. Salaries of principals.
20. Interest on borrowed money.
21. Interest on investment.

One more quotation will probably give us enough to think of this time.

"19. An individual, a partner or officer of a corporation, should consider his services worth a fair salary and not feel content with simply his share of the earnings of the business. Therefore, it is necessary and right that fair salaries for prinicipals should be considered in overhead."

Examples for Guidance.

In looking around for guide posts to show us the right way, we should choose the sayings of those who have made a success of their undertakings. The concern from whose pamphlet I quote is conspicuously successful in a fiercely competitive field. So it seems to me that details drawn from its long experience should merit our closest attention. That is why I give those details the space I have here assigned to them.

Prepared for The Review by Paul O'Neal.

Attractive Show Cards for the Easter Displays

Coming in April, Opportunities Are Greater This Year—Flowers for the Interior and Windows—Series of Neat Cards for Suits, Ties, Gloves, etc.

Written for The Review by Paul O'Neal.

IF the weather be at all seasonable during the month of April, every merchant should engage himself in a little extra effort to sell his best Spring lines. All the "advance showings" should have been made in March, and the "showings" that are made now should be for present selling.

It is now that men are looking for new suits, new hats, new gloves and ties, and other things that are right up in the first row of styledom. It will therefore be to your interest to put forth your best efforts to meet the expectations and desires of your customers and others by displaying your finest lines to the best advantage, that you may reap the best results.

There is something about the Spring season that seems to give new life to all living things. Everyone feels in a happy mood. It is just such a feeling that will, in all probability, induce the buying attitude in an individual. How very appropriate to take advantage of such conditions.

It is fortunate that Easter comes in April, for it always affords a splendid advertising opportunity, from which every merchant should reap rich returns. It comes at a more seasonable period than last year, which should be more favorable for business.

Purples, Blues, Lilac Flowers.

There was a time when women alone were interested in new Easter bonnets, dresses, etc. But to-day men are concerned about their Easter suits, gloves, hats, etc., as much as the women are about theirs. So Easter displays in men's wear are appropriate business bringers. The colors that should dominate in the decorations are purples, blues, lilacs, and white. Flowers that carry these colors may be used freely. These will include violets, lilacs, lilies, apple blossoms, etc. These flowers will necessarily be artificial for the store and window decorations. A few natural flowers may be used, however, in special places throughout the store.

Prepared by Paul O'Neal.

Easter Window Decorations.

The window trimmer of to-day has a decided advantage over his brother of ten or fifteen years ago. To-day there are unique and attractive conceptions in crepe tissue papers that make charming decorations. This material is inexpensive and easily obtainable. To supplement this there are various and appropriate novelties that can be utilized to produce most attractive effects. These will include eggs in a wide variety of sizes. Little chicks, ducklings, rabbits, etc., all of which may be worked in most pleasingly effective.

Give your windows special attention

Complete Postal Rates for Parcel Post

	1st lb.	2nd lb.	3rd lb.	4th lb.	5th lb.	6th lb.	7th lb.	8th lb.	9th lb.	10th lb.	11th lb.
Within 20-mile zone of any post office	.05	.06	.07	.08	.10	.12	.14	.16	.18	.20	.22
Within each provincial zone	.10	.14	.18	.22	.26	.30	.34	.38	.42	.46	.50
Ontario rate to Quebec or Manitoba	.10	.16	.22	.28	.34	.40	.46	.52	.58	.64	.70
Ontario rate to Saskatchewan or Maritime Provinces	.12	.20	.28	.36	.44	.52	.60	.68	.76	.84	.92
Ontario rate to Alberta	.12	.24	.34	.44	.54	.64	.74	.84	.94	1.04	1.14
Ontario rate to British Columbia	.12	.24	.36	.48	.60	.72	.84	.96	1.08	1.20	1.32

Law effective Feb. 10, 1914.
Weight limit, 11 pounds.
Size limit, 2 feet 6 in. long; 12 in. wide or deep.

Above table now represents the complete parcel post rates. Merchants will find it convenient to place it on file for future use.

for this Easter season. We have frequently intimated that there is no better advertising medium than your windows. We want to emphasize this all the time. So we suggest that you take a little extra time and expense in putting in the most attractive window you know how to arrange. And no window is complete without a neat showcard of some description. It gives that finishing touch, the climax effect. And we will also emphasize the desirability of price ticketing every article in the window. The most successful business men have found that this method is a paying one, and successful men are worthy of emulation.

Some Sample Cards.

The sample cards shown for April are sufficiently varied to meet almost all demands. The $20 suit card is a very plain design, lacking in embellishment and super-flourishes. Such cards are always acceptable to merchant and customer. Their plainness is attractive. The card may be worked in almost any color—brown, red, black, etc., and shaded with subdued colors, green or grey. The size may be anything from half-sheet (22 x 14) down to a small 9 x 11; but the larger size is preferable if your windows will permit it.

The Easter tie card is a hand-drawn picture with the card cut out. If you find it difficult to draw the picture, cut one from an advertisement and paste it on to a card and cut it out the same as sample. This card can be made very effective by having the head life-size and cutting slits in the card and tying a real tie in the proper place on the collar. The word "tie" and the price are done in red, with a black outline. The shading should harmonise with the color of the tie.

The glove card is an air brush design. The pattern of the egg and rabbit is cut out and laid on the card and air brushed in some dark Easter color, then lettered in blue or purple, and shaded in a tint of the same color. The detail of the rabbit is finished by hand.

Purple Background for Lily Card.

The Easter lily card is done in the same manner as the rabbit card, and the best effects are obtained if the background is done in purple. Leave the lily white and do the stem and leaves in green. The lettering should be done in dark purple and shaded with the same color much required. The size may be 14 x 22 or 11 x 17.

The $5.60 card is a panel effect. The smaller panel is cut out and a picture pasted behind it. This design may be hand-drawn or a print. The one used in the sample card is printed and the flowers are purple, leaves and stock green, and the ribbons the same color as the flowers. The box or tub is green, with gold bands and rings. The letters are in dark purple and the figures in same color and shaded in light purple.

These cards should suggest to you some good selling lines on which you may enlarge and embellish.

THREE METHODS OF HANDLING CLOTHING.

(Continued from page 49.)

wall, according to sizes, not prices, so that the whole assortment of either in a certain size, is ready to hand. In this compact form 102 dozen shirts are displayed in a very limited space.

Boys' Department Separate.

At the rear of the men's section is the boys' department, where shirts, stockings, etc., as well as clothing are kept. Several chairs are provided for the mothers to rest when looking over the goods. It is felt, first of all, that women prefer a separate department for children's clothes, and also are accustomed to purchase the "accessories" at the same time that they are getting "new suits."

Record of All Inquiries.

One of the regulations in this department, as throughout the whole store, has to do with inquiries for goods not kept in stock. It is imperative that every one be entered on an "inquiry" slip, with the number of the salesman, as well. No matter if the same article is inquired for six times a day, six slips must go in. The object, of course, is to keep the management in touch with what the public want, and is the best kind of hint for the buyer for his next order.

FOR GOODS NOT IN STOCK.

When Customers ask for goods which we have not in stock or do not keep, write out one of these notices, describing the goods asked for, and sign "number." No matter what kind of goods are asked for, nor how often in the same day they may be inquired for, one of these notices must be written out every time, and sent up by the cash carrier to the desk.

DESCRIPTION OF GOODS

CLERK'S NO. .....

Introduce goods to your customers.
When serving customers give them all your time and attention.
Politeness and attention are inexpensive. Give it freely to your customers.

PRESENT PARCEL POST CONDITIONS TO LAST FIVE YEARS.

(Continued from page 50.)

over, and there has been no great rush as yet for the spring goods, but when that comes the number of parcels will be decidedly increased.

"Many of these parcels have hitherto been sent by the express companies, as the old postal rate was practically prohibitive, and, it was remarked, that the companies are bound to feel the competition very severely."

This shows pretty well which way the wind is blowing and emphasizes why the retail merchants should get out of parcel post for themselves everything there is in it.

What of the Express Companies?

The question has been raised as to what course the express companies will pursue if they see their trade slipping away. Possibly their rates may be lowered, but whether they are or not the fact must not be overlooked that the three largest express companies in Canada are subsidiary to the three largest railways which have already been granted an increased government subsidy of $1,000,000 for carrying the extra mails under parcel post.

The Valuable Asset of a Loyal Sales Staff

Loyalty Leads to Bigger Business — No Merchant With An Enthusiastic Staff to Co-operate With Him Can Fail to Make a Success—An Anecdote With a Moral.

IT was at a meeting of credit men and the conversation had been turning on the very pertinent question of assets. For several minutes discussion centered on the case of a retail merchant known to all present who had struggled through countless discouragements and several periods of semi-insolvency to a position of financial soundness.

"There was a time," said one, "when he had no assets worth speaking of. I wonder that his creditors didn't wind him up then and there."

"There was never a time," said another member of the party," when Bennett didn't possess big assets. It all depends on what you consider assets. I'll tell you what Bennett had from the start, and has yet. He was honest as the day is long, he had an indomitable will and he had a loyal staff. Ever consider loyalty as an asset? It's one of the best a merchant can have."

The writer, who happened to make one of the party, pondered the last remark over very carefully. Is staff loyalty an asset? Most decidedly; one of the most invaluable and essential assets in the carrying on of a successful retail business. But is it always regarded as such?

It may seem at the outset superfluous to argue that staff loyalty is an asset to the merchant. It is asknowledged by all. But on the other hand it is equally true that there are a great many merchants who handle their staff as though they had no realization of the fact.

They pay their employees so much per week and make it their business to see that they get value to the fullest extent from them. That is the sole basis on which the relationship between employer and employee is maintained. In the course of a recent address, A. F. Sheldon summed up very concisely the mental attitude of the parties to such a relationship. "How much can I get out of my staff for the wages paid?" is the thought of the employer. "How little can I do for what I am getting?" is the idea that runs in the mind of the employee.

Mutual liking and interest and loyalty; are they possible under the circumstances? An automatic adherence to duty, a cut-and-dried basis of minimum efficiency is the result.

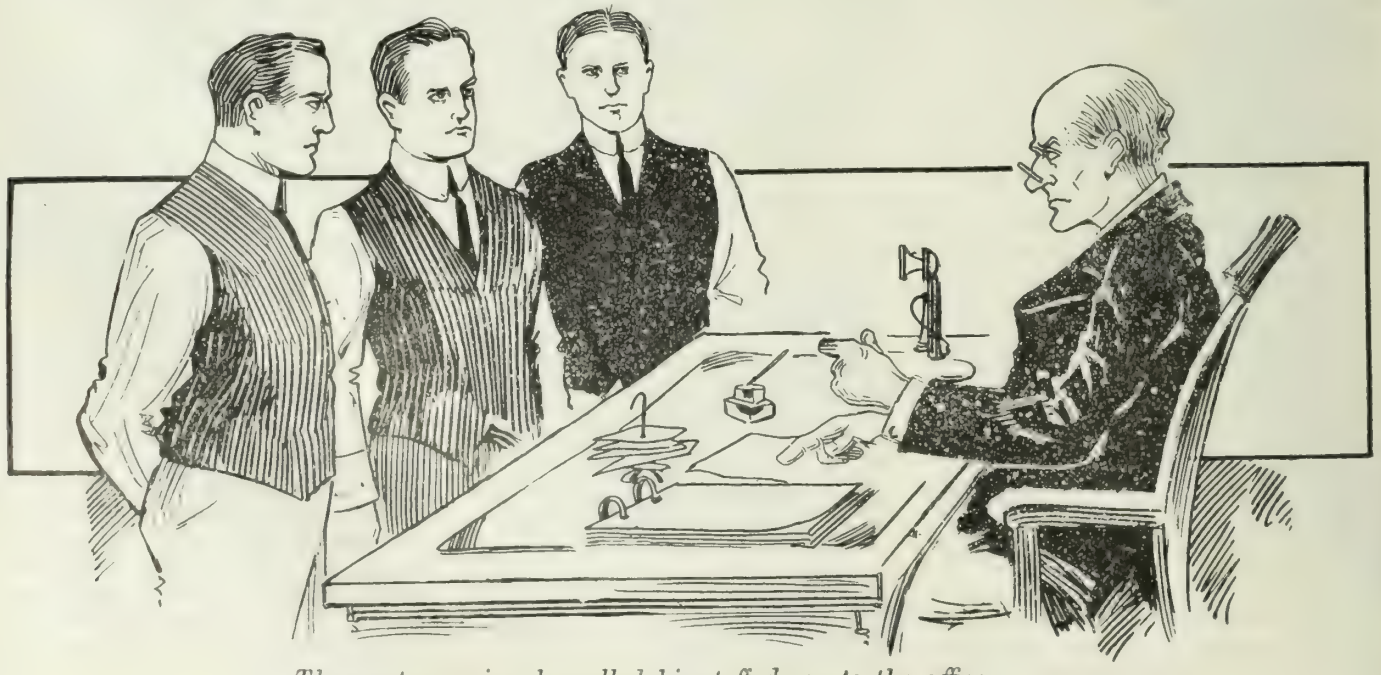
What is staff loyalty? The loyal salesman can be described as one who is really interested in the business, who takes the trouble to think about it, who strives to please customers. The most complete degree of loyalty consists not only in loyal service during store hours but in loyal thought. The salesman who does his best to please customers and to make his sales large but who does not give any thought to how the business can be improved or to the changing of conditions which he knows to be wrong and detrimental, who, in fact, does not bring whatever share of initiative and resource he may possess to the furthering of the interests of the business; this salesman, valuable though he may be, is not in the fullest sense loyal.

With this definition of loyalty before one, the immense advantage of a loyal staff becomes at once apparent, "Give me the services of a thoroughly loyal staff and I can win through any difficulties," said the head of one of the largest retail establishments in the world.

Lack of loyalty is the hardest handicap under which any business can be placed. It spells inefficient service, prefunctory performance of duty, machine-like manipulation of all branches of store work.

The attitude of the staff decides to no inconsiderable extent the growth of a business. It is the merchant who enlists the hearty and loyal co-operation of his staff who builds his business up to large proportions. Where the bond between employer and employee is one of dollars and cents—only that and nothing more—the growth of the business will not be spontaneous.

A case comes to mind of a retailer who had been in business in an Ontario city for a full quarter of a century. He had a good trade, being the oldest established merchant in the town. At one time he had been leader in his



The next morning he called his staff down to the office.

own line in the district, but this supremacy had passed from him fifteen years or more back. Two of his competitors had left him on the back stretch. Their trade had increased very considerably and both had graduated from modest stores on side streets to large, modern-front, handsomely-equipped emporiums. Both had motor trucks for delivery purposes. The former leader, we will call him Smith, had never moved from the store he had first occupied—a spacious but rather dingy looking stand on the main street.

The writer had often visited the store and knew the whole staff from the crabbed old proprietor down. The establishment always left the impression somehow that it lacked something. The store was large and well stocked. The fixtures though old were adequate and had not yet reached the stage of dilapidation. Manufacturers' lithographs were used to good advantage—show cards were to be seen. But there was nevertheless, a distinct something lacking about the place.

After several visits the writer concluded that the trouble consisted in a total lack of originality and action. The clerks performed their work well but they did not seem to be actuated with more than an average share of ginger. There was no evidence of enthusiasm anywhere. New stunts never greeted the eye at Smith's. The window displays were always on the same lines. The store service was good enough in a limited way but one would never need to expect a favor at Smith's. To sum it up, the whole staff seemed to be willing to let well enough alone and to earn their so-much per week,—and not give an additional cent's worth of service.

And their attitude did not seem strange after one became acquainted with the head of the business. Smith was a morose, snarling old fellow with a positive genius for economy in details. He watched the lighting and heating bills with piercing scrutiny. Disbursements were checked and rechecked and put under the microscope of ruthless economy. Needless to state Smith did not believe in liberal salaries. Pay a man as small a wage as possible and keep after him to see that he did his work—such was the policy of Hiram Smith.

Just when his change of heart was effected, or how, is not certain. Probably, however, it dated from the time that he had occasion to visit another city and dropped around to see an acquaintance in the hardware business.

During the course of the conversation, the friend alluded to the fact that he had just closed a nice contract with a builder to supply the hardware and the heating for a row of dwellings that the latter was putting up.

"We got in on the ground floor," he explained. "One of my boys heard that the houses were to be built and he hustled around and buttonholed the builder. We had figures in the builder's hand before another dealer in town knew anything about it. And we got the contract."

"Do your clerks get business for you that way often?" asked Smith.

"You bet they do," affirmed the friend. "I've the greatest little bunch of live wires ever collected together. Why, those boys of mine are fairly bubbling over with sales ideas."

"If an idea got into my store by any mistake," said Smith, morosely, "they'd shoot it out. Wouldn't know what it was, in fact. There isn't a man in my store that has had an idea for ten years."

"Then get a new staff," advised the friend. "Or perhaps you need a few new ideas yourself. Think it over."

When Smith returned, he created somewhat of a sensation by shaking hands with each member of the staff. He seemed in a more amiable mood than any of the clerks had ever seen him in before.

The next morning he called his staff down to the office and gave them a long talk, outlining a plan he had evolved of basing salary increases on the increase in the turnover in the business. The salesmen listened in wonder and with a faint show of growing enthusiasm. It was the first time in the recollection of them all that the boss had ever voluntarily mentioned the odious word increase.

"And now it's up to you, boys," he concluded. "I want you to show an interest in the business. If you can increase our sales, your salaries will go up accordingly."

The change in the attitude of the staff was rapid and complete. They began to take a real interest in the store. Innovations were introduced here and there and seldom a day passed but some suggestion was given to the boss. A new snap was noticeable everywhere. Bright ideas were used to improve the window display.

"I hardly know the place," said Smith to himself one day.

And as for the staff, they hardly knew Smith, so complete had he made the change in himself. His attitude invited co-operation instead of repelling it. It was an effort for him sometimes to maintain this new front, but he succeeded.

The result was felt in a largely increased turnover. Business started to steadily increase—and kept on increasing. The improvement was so marked that each member of the sales staff got a substantial advance on the strength of the promise which had been made.

The change can easily be accounted for. Smith had acquired a new asset, one that his business had sadly lacked before— the loyalty of his staff.

THE HEALTHY STORE.

"His store is healthy, that is why I trade there," said my friend, the builder.

"Why do you use the word healthy?" I asked.

"Listen! Dirt is nothing but matter out of its proper place. Disease is nothing but dirt. A healthy body is clean, wholesome, radiant, active, intensely alive. Every fiber is of the right quality, and is in the right place. Every part does the work for which it was created. It is built to serve, to work efficiently, and it does.

"Now, let's look at that store of Henderson's. The outside is inviting. One would think that he had been trained in one of those high-grade candy stores where they sell bon-bons for two dollars a pound. He has somehow performed the miracle of making uneatable things look appetizing.

"Inside is order. There is a place for everything, and everything is in its place. The salesmen and the customers do not have to stumble over odds and ends. He has made the place like a home that radiates hospitality. Henderson is like the fellow who owns the Mission Inn out in California, and who puts cut flowers and baskets of fruit in the rooms of his guests every day. He makes the visitor feel welcome. When I go in there he makes me feel that he wants to serve me, but that he is not vitally interested in selling me things. There is a difference, you know."

There, you have it! You are interested in one thing—to sell your goods at a profit to the satisfaction of yourself and customer. Healthy, laughing, radiant folks attract friends, make them feel at home, fill them with comfort, and they, without your urging, buy your goods. You want them to buy your goods, therefore you make your store healthy, clean, orderly.

Ingersoll used to say that the time would come when people would see that health is just as catching as disease. Employ healthy clerks, treat them so that they will remain healthy, keep your store clean, wholesome, orderly, make friends of both clerks and customers, and you will find yourself blessed with all the business your are equipped to handle. —Plymouth Products.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

SUBSTITUTION BY MAN'F'RS

IN INSPECTING deliveries of their Spring ready-made clothing a number of retailers have come across a certain proportion of suitings that are different from the original orders. So far as can be learned this is a growing tendency. Where the variation is slight and the suit in a good selling color, the returns to the manufacturer are not large. In odd lines, however, or those of risky selling chances, the substitution where not remedied by an immediate return, may prove costly. Moreover, where goods are thrown back on the maker's hands, the retailer runs the risk of having his stock curtailed seriously, at least temporarily, and he may not be able to replace the rejected lines all season. The maker, on his part, blames the mills for introducing variations in his cloth order, which he has been helpless to remedy in time if he would save his retail customers from lateness in delivery. Sometimes his fear of losing an order prompts the substitution. One retailer showed The Review a lot of goods that had been ordered as indigo blue, and when opened showed a purplish tint. He blamed the manufacturer for deciding to make up substituted materials in place of the right order. Often where original samples and a record of orders are not kept by the retailer, the substitution passes unnoticed until it is too late, and the buyer may be "stuck" with a number of unsaleable lines. The situation is not only annoying but risky, and a close watch on individual suits in all shipments should be kept by the retailer.

A DESIGNER'S CONVENTION

APROPOS of the convention of the National Association of Clothing Designers held recently at Baltimore, many Canadian designers are of the opinion that such an association would be of immense value to the clothing trade of this country. "It would serve as a clearing house for clothing men's ideas," said one up-to-date clothier. At present no one knew just what was Canadian style, because each man worked out his own ideas and seemed to be afraid to let the other know what he was doing. If they could only see it, he maintained, an interchange of ideas would be the best thing for the trade as a whole. Such was this man's criticism. Nor does he stand alone among his fellow-tradesmen in making such a statement. That there will be a convention "by and by," when more are in sympathy with the movement, is the present feeling.

MIREPRESENTING GOODS

FRAUDULENT advertising is more or less being practised in Canada. In an endeavor to make money, men still persist in misrepresenting their goods to the disadvantage and injury of their honest competitors.

The recent failure of the New York and Boston department stores controlled by Henry Siegel and associates, which has created widespread interest in commercial circles in the United States recalls a conviction against one of the stores of that firm for fraudulent advertising. It was done at the instance of the Advertising Men's League of New York, and the circumstances in brief are outlined in an issue of Pearson's Magazine as follows:—

> "The Fourteenth Street store advertised '$90 to $100 fur coats—Arctic seals—your choice $47.50.' An agent of the Advertising Men's League, which is trying to stop fraudulent advertising, bought one and proved in court that it was French coney—rabbit skin, sheared and dyed. The coat for which people were paying $47.50 at a great reduction was worth about $45."

This case occasioned considerable comment at the time, and it was claimed to be typical of the operations of a number of large city retailing enterprises.

The Siegel failure was by far the most important mercantile failure in recent years, and it has served to create much discussion as to the comparative efficiency and success of some retailing methods. One or two of the stores were regarded as bargain stores. The American Fair Trade League contends that there is a growing popular inclination to seek established values at standard prices, rather than purchase classes of merchandise without brand names.

EDITORIAL NOTES

THE TANGO TIE! It had to come, and, anyway, it might have been worse.

* * *

SO THEY TELL us the black, soft hat is about due next Fall. Sort of foil for our paddy green cravat.

* * *

TELL ME, are chinchillas going to be good next winter? If so, I'll be able to take a Summer trip this year on the strength of what I've left.

* * *

NEVER BEFORE SINCE the days of Sir Walter Raleigh has an Easter time brought us such a dazzling array of colors in shirts and neckwear.

A Novel Daily Bulletin Will Attract Trade

Easy to Make and Easy to Operate—Useful for Featuring New Goods—Announcement of Seasonable Goods—Special Sales—New Goods, Etc.

EFFECTIVENESS and simplicity are combined in this novel method of advertising by means of a daily bulletin. One of these home-made printing presses may be used advantageously for window or interior display or as an outside bulletin to catch the eye of the passer-by.

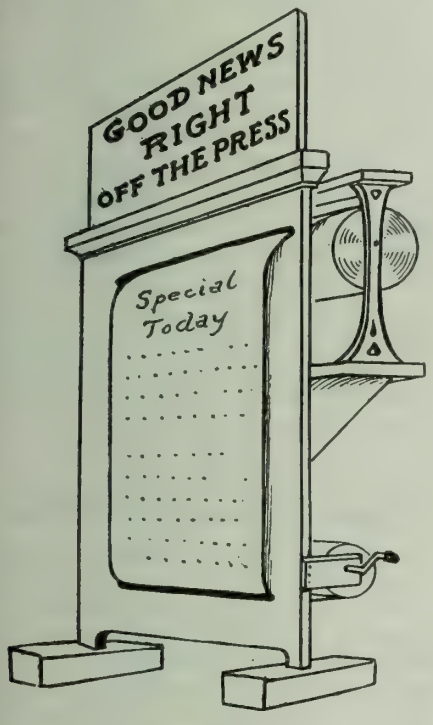


Figure 1.

The upright style shown in Diagram 1 is best for outside use, since it would take up much less space on the sidewalk. The wooden frame can easily be constructed in spare time, and all that is needed is a roll of manila wrapping paper in its holder at the top and a small wooden roller with crank attached at the foot. If desired the sides and back may be closed in so as to protect it from the weather.

The printing press idea is best carried out in diagrams 2 and 3, the first illustrating the skeleton of the press and the second the way it looks when finished.

First of all a couple of packing boxes are secured and on top is placed the roll of wrapping paper. Two scantlings are used for the lower frame and two short pieces for legs. The roller is made to fit into the end of the long scantlings and the crank through the end as shown. If a board is placed behind to support the bulletin, diagram 2 may be used as shown if desired. It is not complete, however, until finished up as shown in diagram 3. This looks rather complicated at first, but the effect is easy to secure. The sides are first boarded in with planed boards, leaving the ends of the upper roll of wrapping paper exposed by cutting the boards in circular manner around it. If the "printing press" is not for outside use and is not likely to be damaged, a covering of cardboard or straw-board may be used instead of wood. The frame should be given a coat of metal grey (dry scenic color) as a background, and the mechanism can be painted in with an ordinary half-inch brush, using black for the outlines over grey. This will give the effect of machinery and will make the sign on the top, "Good News Right Off the Press," seem altogether appropriate.

This is a good practical feature and if changed daily and good, live "copy" used customers will soon look for it just as they would a newspaper bulletin.

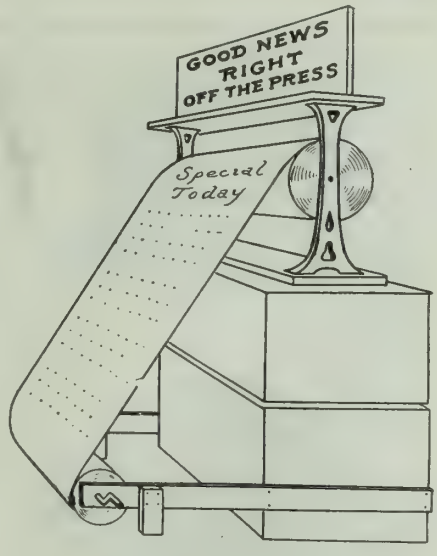


Figure 2.

Make your bulletins timely—seasonable. It is important also to vary your subjects so that all lines will be covered in the course of time. The bulletins can be made much more attractive if illustrated in colors. A few colored crayons and a little practice will enable you to make very fair cartoons. Or, if pictures of the goods featured can be secured and pasted on and the bulletin written around the illustrations, an excellent effect will be secured.

SALESMANSHIP OF COURTESY.

"Persistent advertising combined with attractive window display produce a strong, business-creating force," says a successful Ontario merchant, "but the effect of these important essentials will be greatly reduced without the salesmanship of courtesy."

Customers are human beings, with human feelings, and are as susceptible to the influence of courtesy in business dealings as in social affairs.

Take for instance the merchant offering accommodation to the public as a means of attracting people to his store. He should see to it they are given in a spirit that will make them bear good fruit. A directory carelessly flipped on the counter; a postage stamp sold with a look of annoyance a "five-spot" changed with a tired, weary expression—these things done by an unthinking clerk may kill the effect of a liberal store policy.

Salesmanship may be a difficult science, but surely the "salesmanship of courtesy" may easily be put into practice even by the junior clerk.

A SQUARE DEAL.

In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair square deal and beat, him out on your merits.—Walter H. Coddingham.

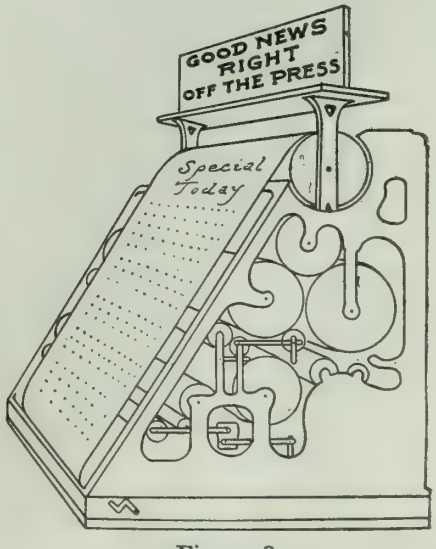


Figure 3.

Are We Leading Up to Black Hats for Fall?

From Dark Brown and Steel Grey and Navy Blue Evolution in Soft Headgear to Black Would be Easy—Fedora Not Much Seen —Telescope Selling Freely.

NEARLY all dealers agree that in sales of soft hats, blue holds the premier position, but is closely pressed with a good demand still for green. Greys and browns, particularly a shade known as stone brown, are also very good. To put the matter plainly there is as yet very little difference in popularity between the various colors, but the order given above is correct in the opinion of many salesmen and jobbers.

The pencil brim and telescope crown are good selling styles though of course the crown is often much manipulated, the diamond style being as popular as any. While many hats of the ordinary type are worn with the diamond crown there are others which have been blocked specially for this purpose. While the pencil brim is undoubtedly strong there are very many who prefer the mushroom style. A flat brim with a decided dip fore and aft is also very popular.

Both plain sarcenet and pugaree silk bands are being sold. The pugaree is going well for a new idea, particularly as the later forms of it are more shapely than the original adaptation from the straw brims. With the latter hat, however, it is going best.

On soft hats the wide flaring bow at the back prevails among the younger men almost exclusively. The three-quarter bow has some followers, however, and the side bow is worn by the more conservative of the younger men and almost entirely by the older ones.

In stiff hats as has been stated previously, the crowns are slightly higher, but there is a call from some for a quite high crown. The general run of brims have a fairly heavy roll. Differing from the soft styles the bow here is worn at the side almost to the exclusion of other positions. Of course there are some who prefer the three-quarter position and a few the rear but these are decidedly in the minority.

Rush for Soft Hats.

The rush for soft hats in preference to stiff which was a feature of last Fall's trade has begun again in the early sales, and promises to continue to an even greater extent. There appears to be a revolt against the stiff hats, and the latest shapes do not tend to remove this.

The velour hats that came in for fair attention last Fall are weaker even than might be expected for light-weight weather. Indeed one might almost suspect they had gone the way of velvet ties. Strangely enough, New York is again showing velour is high grade for the smartest dressers, and velvet ties are being rushed again for Easter—but not for Canada.

The "tail feather" idea has not caught on strongly here as it has in England. Retailers have stocked a few to be in style and for casual demand, but most regard them as extremely "faddy."

In caps, the large checks retain their popularity and are growing in favor. Black and white and grey and white checks have the big run.

Very High Crowns in Straws.

In straws the latest models tend to extremely high crowns, many of them four inches. In this case some are made to taper to a certain extent, easing off the rather top-heavy idea that would otherwise be obtained. In these hats, as is usual, the brim will follow the opposite dimension, and be very narrow, about two inches.

BLACK SOFT HATS?

A hat jobber who has supplied as many new ideas for hats for the Canadian trade probably as any one else in the business ventured an interesting prophecy to The Review.

He took up four soft hats and laid them out in the following order:

Dark steel or slate;
Dark brown;
Navy blue;
Black.

"There you see what is really a sort of evolution in hats. You see the best, the strongest colors to-day are the dark ones, and once we get people calling strongly for navy blue as they are to-day, it is but one step to black. In the States they have adopted it already and we will come to it by the Fall, anyway, in Canada.

"The black stiff hat is getting weaker. They do not seem to appeal to the public as they did. As a matter of fact, the new dish brims are approaching very near the soft hats in design without the advantages of the soft shapes."

Two styles of hats which promise to be strong for Fall. On the upper note the puggaree band and flat brim with dip fore and aft; on the lower the pencil brim and diamond crown, for which latter effect this hat is specially blocked. Shown by A. A. Allan & Co.

STRAW HAT SALE IN WINTER.

A straw hat sale in February is something a bit out of the usual, yet such an event was conducted by Strawbridge & Clothier of Philadelphia last month—and it was well patronized, too. They put on sale fifteen hundred hats, all new, freshly imported and in a dozen or so styles at reductions of from $2 to $7 on the hat. The public responded readily to this opportunity of anticipating the straw hat season.

CO-OPERATIVE ADVERTISING.

In addition to their regular advertising the members of the Merchants' Association of Princeton, Ind., print a co-operative advertisement in a newspaper every Thursday in which special offers are made. Each store that is a member of the association is requested to offer a special value in some line of merchandise for the current week. In this way people from out of town can always be assured of real bargains whenever they may visit Princeton.

Winnipeg, Man.—Lurie's Limited, clothiers, 267 Portage Ave., will shortly open up a new store in the Queen's Hotel, at the corner of Portage and Notre Dame Streets. There has never been a store in the hotel before, and considerable alterations have to be made.

Connecting Up Sweater Coats With Outings

Sporting and Camping Scenes Should be Reproduced in Window Trims—Paddles, or Lacrosse Sticks, or Bats, or a Panel Scene as Background Will Suggest Connection and Aid Sales.

NOW is the time to begin preparations for getting the best out of the Summer trade in sweater coats. The recent advances in wool yarns, following closely upon the declines before Christmas, have served to balance up to a considerable extent the new scale of prices that more than covered the actual rise in the "raw" material, so that a small-sized grievance of a few retailers is pretty well dissipated.

Whatever may have been the experiences due to the slump in cold weather during the early part of the Winter, a good Summer's possibilities are before every one. These lie, not so much with every person, as do the Winter prospects, but with those who go on outings or engage in sports at home. It is to these classes that the merchant must carry his appeal.

The sporting connection of the sweater coat is easily suggested in window displays. This may be done in a variety of ways; for instance, by bringing the two together, a window of sweater coats and lacrosse sticks, or baseballs and bats, or footballs. Aquatic requisites could be combined with the coats in the same way; a paddle, if you have no canoe; and a few pennants to diffuse further the air of sport and recreation. Sometimes a panel in the background with a Summer scene, preferably with water, has been used to good effect.

A novelty in knitted goods — men's white evening vest. Shown by Avon Hosiery, Limited.

The sweater coats may be set in the window, thrown over a stand, or placed upon a full-length figure. In the latter case, particularly if there are hands convenient, an oar or paddle or a ball bat of some description, cauld be leaned up against them to give an air of action to the trim.

Anything that suggests that the knitted garment would be most suitable for the season, will form a good selling window, and any trimmer with a little ingenuity can change the whole lay-out every few days and secure a variety of treatment for weeks to come.

Among the Merchants in Canada

Orillia, Ont. — The Lion Clothing House have moved from Hatley's Block to the new store next to Vick & Sons.

Sutherland, Sask.—E. E. Holder has opened a clothing store here.

Sudbury, Ont.—J. N. Foster is opening a tailoring establishment in the Young Block, Cedar street.

Montreal, Que.—Harry Roffey, Limited, will open up a tailoring business here.

Parkhill, Ont.—H. H. Hawley has sold his tailoring business to A. Gammie, of Ingersoll.

High River, Alta.—J. A. Gillis has opened a men's furnishing establishment here.

NO QUARTER-SIZE SHIRTS.

At the annual convention of the Illinois Retail Clothers' Association, a resolution was adopted. Resolved, "That we do not approve of the methods of certain shirt manufacturers introducing quarter-size shirts, as they are of no advantage to the consumer, and a disadvantage to the retailer. Resolved, That the secretary of our association notify the secretary of the other associations of our action in this matter in all States having retail clothiers' associations."

They further recommended that the president appoint a committee of five to investigate the advantages of co-operative buying.

NEW YORK FANCIES.

"In hoisery there is an increased demand for numbers with side clockings and instep patterns. In brief, fancy half-hose is reviving markedly," says The Haberdasher, New York.

"The collar trend is towards the deep-point fold collar with high band. This model has ben produced with both square and rounded corners, in plain and a variety of fancy patterns. The high-band cutaway collar is expected to figure about as generously as last season, while the close-front has taken its place as a very strong staple.

Short-Bosom Shirt.

"The short-bosom shirt continues to gain in popularity. There is also an increased call for silk and silk mixtures with soft cuffs. The decline of madras as a popular material has continued for several years, and is still noticeable, though in some quarters its return to favor in the near future is confidently predicted.

"The unusual vogue of fancy braids in straw hats, which was experienced last year, will probably be once more in evidence this spring. There had been for some years just a smattering of coarse straws in the market, but they made no material headway before last year. Colored straws sold better than had been anticipated.

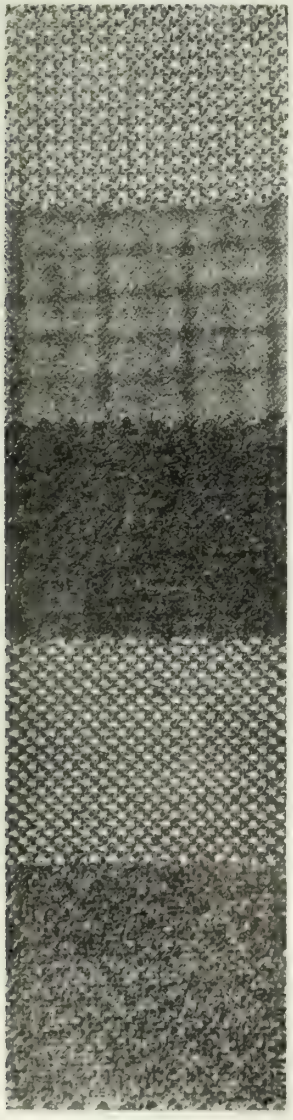
Velvet Still in New York.

"Oriental patterns containing a variety of bright colors rule in the better grades of cravats. For holiday selling these will have a place alongside of Persians. Knit cravats of the more expensive sort are showing a trend toward figures in combination with stripes, while popular-priced goods are best in narrow stripes, both cross and bias, in a multitude of bright hues. It cannot be said, as it could in many previous seasons, that any particular colors have the preference, doubtless because solid grounds are comparatively scarce. Velvet cravats, some with gilt design, some with cut silk, have flooded New York."

Strong Tendency to Patterns in Fall Suitings

Feeling That There Has Been Too Much Plain Material — Browns and Greys, With Tweeds Regaining Some Lost Ground — Smoother Cloths for Overcoats as Being More Wearable — Balmacaans Selling Well.

SOME weeks ago it was stated in The Review that the tendency in Fall suitings this year was towards pattern cloths, as it was felt that for some time we had been having too plain materials. Later opinions quite sustain this view. For while loud colors will not be in vogue, neat check designs and stripes certainly will be. According to some men who are usually well posted on such matters, bottle greens and bottle blues are going to be stronger than ever before, especially in Saxonies and unfinished worsteds. Some are showing unfinished worsteds in olive green, with blue and brown and gold over stripes.



Fall suitings, showing small black and white checks, larger grey overchecks, and mixtures of grey and brown. Shown by Nisbet & Auld.

Small black and white checks are also on display, but it is believed widely that these will not be in great demand, especially for the higher class trade, although they are going well for Spring. Some large over checks in grey are also being shown.

There is a general feeling that brown, which was prophesied as likely to be good for Fall, in spite of its present weakness, will come back much stronger than it has been for some time. Tweeds are expected to be in good demand, as there is a large section of the public which seems to prefer tweeds to worsteds, and, besides, the price of good worsteds is so high that often a better value for a moderate price can be had in a tweed than in a worsted. In tweeds, checks and heather effects are likely to be the prevailing styles.

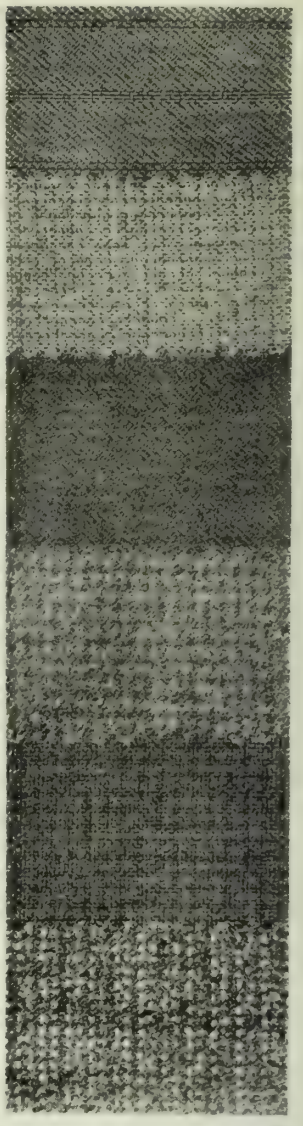
Patch Pockets on Sack Coats.

From what designers have to say, there is going to be a greater striving than ever after more form-fitting clothes. One of the leading clothiers showed The Review representative a new sack suit, which he believed would be one of the most popular styles for Fall wear. In this coat the lapels were about five inches wide, with the lapel seam running parallel to the shoulder seam. The collar was about two and one-half inches wide. The sleeve was trimmed with a narrow cuff, and the coat had four buttons close together. Patch pockets were a further feature. This coat was slightly form-fitting, this effect being secured at the waist by an extra V at the side. It was further stated that the noticeably wide lapel would be a feature of all sack coats next Autumn.

Smoother Cloths for Overcoats.

For Fall overcoats there seems to be no doubt that chinchillas and the rougher and softer cloths will have serious rivals in the smoother cloths. One reason perhaps is that the rough goods do not wear as well as the smooth ones. And it would almost seem as if the better the quality of the soft goods the more quickly they wear out, which certainly is not the case with the smoother goods. By this it is not meant at all that the woolly fabrics will not be worn, but they will have stronger opposition from the other materials than they had.

On the rough goods the shawl collars and the large convertible collar for ulsters will obtain. These coats will be cut on a very ample scale, about 50 to 52 inches in length, with belted back. On young men's coats a box pleat will be a common feature.



Samples of Fall suitings, showing tendency towards goods with a pattern, in small checks and stripes. Shown by Nisbet & Auld.

Velvet Collars.

On coats of the smoother materials velvet collars will be fairly strong, and here again the extra V at the side will be used to cause a tight fit at the waist. In fact, this tight fit will be a feature more or less of all men's clothes. Brown and grey mixtures look to be in the lead for next year's colors in Fall and Winter overcoats.

For Spring overcoats some exclusive houses are specializing in loose flowing

The premier ordered-to-measure tailoring house *of* Canada

"Crown Tailoring" is the original special order tailoring house of Canada—built up from one agency to a service which now covers Canada from coast to coast, is represented in most of the best towns and cities in the country.

Our aim has always been and always will be, to have only the livest and most reliable merchants as our agents. Our service is the best and we want men who take full advantage of it—men who look to the interest of their patrons as well as their own interest.

With the steady growth of the **"Crown Tailoring"** business we have added such facilities that the increased business warranted to keep our service second to none. To-day we have the finest clothing factory in the Dominion, devoted to the made-to-order men's clothing business.

There are still a number of towns where we are not well represented. This is an opportunity for foremost clothiers to obtain a set of samples which will make money for them.

The Crown Tailoring Outfit consists of our latest books of samples, measuring equipment, style charts, signs and complete instructions. It enables you, without a cent of outlay, to cater to the men who buy only tailor-made clothing. Why not write for the agency to-day?

The Crown Tailoring Co., Limited

Our New Address: 533 College Street, TORONTO

garments, with a more or less wide skirt. One man in conversation described the chief advantage of this style as being that it gave the feeling of ease and the appearance of what he aptly called unconscious dress.

Among the characteristics of some of the coats shown was the set-in sleeve with the seam on the shoulder meeting the seam in the sleeve. A convertible cuff is also to be had, which can be turned down to button right around the wrist for greater comfort when motoring, driving, etc.

Many coats have leather buttons to harmonize in effect with the cloth. A favorite material for these garments is a fine homespun stuff called "hand-woven Connemara," which is made in the lighter shades of greys, browns and greens.

Balmacaan Going Well.

The Balmacaan in tweeds is meeting with public favor. This coat combines lightness and great freedom of movement. Very deep armholes are a special point to be noticed, allowing the coat to be slipped on and off with the greatest ease. Some firms are taking the chance of heavy stocking in this, almost discarding the Chesterfields.

With regard to belts, there is considerable divergence of opinion, but there is a strong feeling that the belt will not be so much favored this season. The general trend for Spring and Summer overcoats, according to one of the most exclusive clothiers, is all towards looser-fitting lines.

Will Specialize in Clothing For Boys

New Preston Store Will Make the Young Folks as Important as the Grown-Ups—Busy During Day When Men Are Working.

C. H. MASON, who has recently opened a furnishing store in Preston, Ont., intends to specialize in children's wear. He believes that children's goods are a fine drawing card and help to advertise the store. Besides, in a town like Preston where a great part of the male population is busy during the day the presence of children's clothing in the store attracts considerable custom from the female population. The following is a circular which he issued last month when starting:—

"Dear Sir,—In a short year and a half while I have been in Preston, I have particularly noticed the rapid growth of our town, both from the standpoint of population and that of enthusiasm which our people take to make this a bigger and better Preston.

"During the last year several young men have taken over businesses formerly run by older inhabitants, and one cannot help but feel the different spirit that it puts into the business section of the Hub of Waterloo County.

"I believe with the man or men who composed the wording on our sign boards—

PRESTON: A Good Town to Work In.
PRESTON: A Good Town to Live In.

"Taking these things into consideration I am about to open a Men's Store here. You will agree that this town is sufficiently large to warrant—besides what men's stores we now have —an up-to-date high class Men's and Boys' wear store handling Men's and Boys' furnishings of all kinds. Ready-Made Clothing and specializing in Made-to-Measure Clothing for Men.

"As you know our place of business in the Schultz Block has been undergoing excessive alterations both inside and out, and we assure you that all which will tend to make your purchases from us unregrettable ones will be our aim while in business here.

"*Mason's*, for this is the name of the new store, will formally open on Friday evening and Saturday of this week. We solicit a share of your patronage, guaranteeing you in return QUALITY and SATISFACTION.

"If your garments are marked *Mason's* it is a standard of quality.

"Trusting that you will favor us with a call in the near future."

Selling Clothes By Phone

Follows up "Lookers" and Makes Sales That Otherwise Might be Lost—Man is Pleased at Notice Taken and Often Buys.

"YOU see that clerk over there telephoning?" queried the owner of a clothing store in a big Western city, writes W. E. Norton in System. "He'll sell more suits of clothes in the next half-hour over the 'phone than any other man on the floor will sell regularly in an entire day."

"He has a system all his own. When a man comes in and does not buy, this clerk gets the 'looker's' name and address and hunts the name up in the telephone directory. He gets a pretty exact line on how the prospective customer's taste leans; then he waits until a special sale is on and calls up his man.

"'Mr. Blank,' he says, 'you were in here a few weeks ago and said you liked a light-weight, navy blue suit, but preferred to pay about eighteen dollars. We've a sale on suits that regularly bring twenty-seven fifty, at seventeen seventy-five. I am holding your size, coat forty-two, trousers thirty-six thirty-four, and you can put the suit right on and wear it away—or I can send it over for you to look at if you like.'

"The man called up is pleased because he was remembered, and often comes right over to the store, asks for the clerk who called him up, and ten to one, buys. This first satisfactory experience often makes him a 'regular' and after that when there is something special on, all the enterprising clerk has to do is to call him up.

"You'd be surprised to find how many men like this easy-to-buy method. So many, in fact, that we think of putting this clerk in charge of a 'telephone notification department,' and let him work the idea with all the tactful energy he possesses."

Actors Help Trade

At Least They Create Demand for High-Class Goods—Stocks in University Cities Must Keep up to Mark.

That the young men of the larger cities are becoming much more fastidious as to dress is the contention of one of the more exclusive men's furnishers in one of the largest Canadian cities, and the reasons he assigns are the university and the theatres. "It is a fact," he says, "that if a haberdasher is to keep in the front rank here he has to keep the very latest things in clothing and general men's furnishings. Two things to which I attribute this are the university and the theatres. At the university, while it may be said that the majority are not flush with money, the enrolment is now so large that the number of men with means in attendance there is suf-

(Continued on page 70.)

1913 LEFT OVERS
OR
1914-15 STYLES?

Do you want "left overs," or new, natty fabrics and styles—1914-15 styles?

We are no doubt in a different position than most clothing manufacturers—for every order of Art Clothes, Ready-to-Wear, is made up especially for that order. We have no "left overs"—not a single suit from last season.

ART CLOTHES
COOK BROS. & ALLEN LIMITED

In buying Art Clothes you will get the newest fabrics and smartest styles. We are featuring a number of young men's exclusive models in suits, overcoats and evening clothes.

Our representatives are out with these models, complete range of new fabrics and an advertising proposition that will get and keep the best business in your town.

Write or wire NOW, for an appointment.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.
(The Art Tailoring Co., Toronto)

Wholesale and Retail Man of Mutual Benefit

How Co-operation Between Two Classes in Clothing Trade Can be Made Helpful—British Business Methods Superior in Absence of Continuous Price-Cutting and Cancelations—Address to Ohio Association.

THE following address by Wm. Goldman, president of the National Wholesale Clothiers' Association at the first annual banquet of the Ohio Retail Clothiers' Association at Columbus, will be of considerable interest to Canadians in his analysis of the contrast between the systems in the United States and England. Mr. Goldman said in part:—

I have been asked particularly tonight to tell you how wholesale and retail clothiers' associations can benefit each other, and it is because we of the National Association of Clothiers have felt that there were ways by which we might be mutually helpful that we have advocated these organizations of retailers, with the idea that they should ultimately be merged into a national association, just as our local organizations were merged into a national body; and that these two organizations would come together in conference, through a joint committee, to be named to represent each association, that the representatives of these two associations should consider all questions which might help to make the manufacturing and distributing of clothing more efficient, that an effort should be made to eliminate the waste that results from a lack of co-operation, and that both should do what they could to put the standards of trade on a higher plane.

Bettering Relations.

We have such a joint committee composed of clothing manufacturers and woolen and worsted manufacturers, and it was because of the betterment of the relations between these two great trades and because of the correction of many of the abuses in these industries, that we have come to advocate this method for the wholesaler and retailer. Such an organization now exists between the manufacturers of boots and shoes and the retail boot and shoe dealers. Co-operation is the order of the day. We must replace antagonism and the old defensive attitude of one trade toward another with a disposition to work out our common problems in a spirit of mutual consideration.

The Joint Committee of Woolen and Clothing Manufacturers, in addition to dealing with questions that would serve to make both more efficient, established an arbitration board and a board of joint examiners, and these organizations were predicated on the theory that in the adjustment of all disputes that arose between the members of the two associations, equity and fairness should control, rather than legal or technical considerations. A vast number of cases have been satisfactorily handled under the auspices of this committee.

Early Buying and Late Deliveries.

While it is not my purpose to take up in detail the questions that seem to require attention, and, as I am human, I will confess that I perhaps see some that appeal more clearly to the manufacturer than those that appeal to the retailer, and the reverse is perhaps true of those of you in the range of my voice, I cannot refrain from referring to two subjects—one that worries you and one that worries us. I refer to early buying and late deliveries, on the one hand, and to the instability of orders, on the other. The more we examine these subjects the more convinced are we that they are really only one. That if a joint committee of manufacturers and retailers began to study them they would find that one overwhelmingly involved the other.

Now, isn't it worth while for wholesaler and retailer to come together and tell one another what there is in the present method that creates hardship, and what might be done to mitigate, or perhaps remove, the causes of waste and loss that result? Most of these questions seem quite baffling at first glance, but in the light of the methods evolved to deal with some of the great and necessary governmental reforms, shall we despair of our ability to solve them? If we accomplished nothing more than a better understanding each of the other, a fuller realization of what was required to free our transactions of restraint, what a gain that would be.

But I am optimistic. When we consider the progress that has been made in the past 15 or 20 years in many directions, who is there that will gainsay me when I predict that the solution of many of the problems that face us to-day is not only possible, but not far distant?

British Business Methods Better.

There is much that we needed to do to bring the whole industry to a more uniformly high plane. I have had an object lesson recently, resulting from a trip abroad, which I made for the purpose of investigating what avenues would be opened to competition by the new tariff, and while I had the satisfaction of learning that even the violent reduction in Schedule K (the storm centre of the tariff) would let very few foreign goods in, and this served to reassure me as to its effect on our industries generally, my observations tended to convince me that there were certain directions in which we might with profit emulate the English business man.

The very enterprise that is characteristic of the American often causes him to follow a false lead. His aggressiveness not infrequently causes him to depart from sound practice. We are prone to accept the existence of an evil with complacency and as a matter of course, to assent to a proposition because the "other fellow does it." While my contact with English business was confined to the woolen and clothing trades, I learned that the men engaged in these industries were a uniformly prosperous lot of business men. They appeared to average up better than we do over here. There was not that disparity in degree of prosperity that is significant of American business, and I am very much inclined to attribute this to the fact that the English business man has a wholesome respect for traditions and for sound commercial practice. He believes that if he has been thoroughly schooled in the technique of his trade and practises economy in the conduct of his business, there is a place in the business world for him that he can hold without stultifying himself or sacrificing a single time-honored principle.

I am not defending all of the British methods. It is easy for us to understand how rigid adherence to traditions has entailed some narrow, and to us antiquated methods, but, on the other hand, our breadth of view and progressiveness often cause us to disregard vital principles, the violation of which not infrequently returns to plague us.

Cut-Price Sales and Cancelations Unknown.

The continuous performance of cut-price sales that we see over here are unknown on the other side. There, when a merchant wants to clean up stock, he offers a reduction of 10 per cent. to continue for a certain number of days, to which the buyer responds because he knows it is genuine. Over here the very extravagance of the announced reductions creates doubt and brings demoralization.

Cancelations are unheard of in Eng-

Style-Craft

Tailored Clothes

¶ Our travellers are now out with the full range of Style-Craft tailored clothes for Fall and Winter 1914-15.

Never have we offered a range more notable for its exclusive, smart styles in both cut of garment and design of fabric.

Style Craft clothes make a strong appeal to the men of the day—the men who make appearance a matter of much moment.

They equal the finest clothes of the best city tailor except in height of price.

Have you looked into the Style Craft made-to-measure proposition? The agency for your town should appeal to you.

Write for full particulars.

E. G. HACHBORN & CO.

TORONTO

land. An order over there, if its terms are observed, is an obligation of equal standing with any other business liability.

It is not my purpose to rehearse the serious shortcomings that we encounter so often in the conduct of business over here, because they are known to all of you, but the aggressiveness of the American business man manifests itself in so many directions that we don't examine some of them very closely.

The Moving Habit and Others.

Let one or two wholesalers or retailers move to a new locality, in which the chief attraction is higher rent. We have the moving habit over here. Pretty soon they are all in line like a flock of sheep.

Some enthusiastic retailer comes to market with a rosy plan for financing his business, selecting certain firms as among the chosen whom he will permit to subscribe anywhere from $1,000 to $10,000 of his capital stock. I have known wholesalers with an eye to volume alone to vie with one another to get in, and they usually do "get in"—bad.

The manufacturer sends his salesman out with a tremendous assortment of merchandise. He has almost every conceivable model, and yet he finds retailers want to be their own designers and are ready to create any number of specials for him, and, rather than see the "other fellow" get some business, he takes this along, and destroys his manufacturing policy and adds to the cost of his whole product.

I do not care to elaborate too much on this theme. I realize, of course, that a majority in all branches of the industry can say "not guilty" to these lapses, but the shortcomings to which I refer are conspicuously in evidence, and contaminate the whole trade.

We have no quarrel with the ambitious or progressive man. He should be keenly alive to any wholesome influence that will extend his trade, but he must learn what makes for healthy development and what is the path to his own undoing. We need, in other words, to combine with the enterprise and energy which are significant of all American business men that "spine," poise and sense of perspective which many have here, but which is characteristic in these English trades as a whole.

We appear to be on the eve of a new era. Let us of the competitive trades share in the national prosperity to come.

I am not pleading for larger profits; our gross profit seems entirely adequate yea, even liberal, but I do ask for an elimination of the waste which these weaknesses entail, for a sounder conception of the meaning of the words "self-reliance in business," for a more wholesome regard for the principles which make for permanence and prosperity in trade.

Union Label Stores in Canada

Labor Unions in Toronto Subscribing to New Concern to Sell Only "Label" Men's Furnishings—Appeal to Different Union Organizations.

AN interesting document has come into the hands of The Review in the shape of an appeal addressed "To fellow trade unionists of Toronto," to subscribe to the stock of "The Union Label Stores Co. Limited," organized to open a store for the sale of many union label gents furnishings, "not made at present in Canada," such as collars, shirts, neckwear, suspenders, underwear and socks. "The Retailers," the circular states, "refuse to import the above-mentioned goods from across the line where our brothers and sisters are obtaining fair wages, but continue to sell the sweat-shop articles and will sell them if you are fools enough to buy them.

"Don't you wish to see your union flourish? Don't you desire to see other workers become organized? We believe you do.

"We herewith submit a practical remedy to protect our unions against the unscrupulous employers and which will help to organize many other lines of industry."

The statement is then made that the Union Label Stores Co. Ltd., has been organized by local unions and union members to advertise, display and promote the sale of Union Label goods, "which we will be able to sell at close competitive prices." About $2,900 of the share capital has already been subscribed, among the shareholders being the District Labor Council, Garment Cutters, Garment Operators, Boot and Shoe Workers, Lithographers, Barbers, Brass Moulders, etc.

"It is a bread and butter proposition," it is declared, "and the workers are realizing that they must do the co-operating if progress is to be made.

"Now, Brother, we expect to open our first store, centrally located, in another month. Are you prepared to do your part? We need your subscription for stock! Every union member has a duty to perform to advance the interests of his fellow workers. As a trade unionist we believe you want to discourage non-union conditions in a most effective manner; you can do so by helping to get our store in operation, and to open the store. more shares must be subscribed."

As a further reason for support it is stated that "if our union members are to obtain constant employment in union shops, then the products of those union shops must be purchased by us (consumers). If you fail to do this and use your union wages to purchase the products of non-union concerns, then you are defeating the aims of your union. Invariably the local retailers are prejudiced against Union Label products, often advancing the price so that you may be discouraged from purchasing same."

It is further declared that later on as the Company develops it is proposed to sell the workers all kinds of fruits, vegetables and provisions to be obtained direct from the producers—to reduce the "high cost of living."

"ABBREVIATED" SUITS.

A cable from London states that "abbreviated" suits for men are the latest decree of fashion. The tailors have ordained that there shall be a reduction all along the line. Even the dress suit is to be abbreviated—it is to be short and form-fitting.

This is the official decision for the overcoat: Three-button, single-breasted, patch pockets, no outside breast pockets, narrow shoulders, small sleeves, extremely form-fitting. Also four-button, double-breasted. No belts on either coat.

Other styles are: Sack coats, three-button, "conservative natural" shoulders, with straight line, 9-inch centre vent for skirt and 3-inch vent for sleeve; two buttons on sleeve, and slight form-fitting; or, three-button, narrow shoulders, no pads, small sleeves, extremely form-fitting.

The walking coat is one-button, peaked lapel, short-waisted, and skirts extremely "cutaway."

Dinner coats will be satin-faced to the edge, the collar and cuffs bound with satin, with outside breast pockets and link buttons.

MONTREAL CLERKS ORGANIZE.

The retail clerks from the hardware, dry goods and grocery trades in Montreal have decided to organize a protective association affiliated with the Retail Clerks' International Protective Association.

For Fall

Very shortly our salesman will call upon you with new Fall and Winter 1914 models of

Sovereign Brand Clothing

FOR MEN AND YOUNG MEN, AND

Sanford Juvenile Clothes

We indulge in absolutely no exaggeration when we say that in these lines you will see clothing values that have never been excelled in Canada.

The smart, distinctive styles, the up-to-date exclusive materials, the perfect fit and the splendid quality of tailoring shown in these goods, can hardly fail to elicit your admiration—and your orders.

See them; make a point of it—Sovereign Brand and Sanford Juvenile Clothes have a tremendously strong reputation. Every dealer who has ever tried them has found them good and quick-selling lines that can be relied upon for profits and satisfaction.

W. R. Sanford Manufacturing Co. Limited

HAMILTON WINNIPEG

SHAPE RETAINING Sovereign Brand CLOTHING

SHAPE RETAINING Sanford JUVENILE CLOTHES

Strong and Weak Points in Clothing "Ads"

Two Samples of Prize-Winners in Newspaper Competition — Where Selling Idea is Combined with Pleasing and Attractive Display.

TWO types of clothing advertisments are presented here that were secured under interesting conditions. Some time ago "Printer and Publisher" arranged a Newspaper Advertisement Competition and in order that the judging of the entries might be carried out along uniform lines, the "copy" for the ads. was supplied. The one on this page was adjudged the best, and the one on the next page was given second place, out of a large number of competitors.

The first was submitted by H. Beattie, of the Sudbury "Star," and the second by J. W. Cowan, with the "Saturday Sunset" presses, Vancouver, B.C. In its criticism of the first prize "Printer and Publisher" said: "It will be noticed that Mr. Beattie's entry is treated in that forceful, but pleasing style. A notable feature of this arrangement is the telling four-line bit of information at the start that catches the eye, holds attention and rouses interest. Farther down the price and other important information stands out prominently. The arrangement on the whole is neat and attractive, although it weakens in the final three lines with inconsistent letter spacing, unnecessary panels, and light-faced type with 'quotes.'"

The second prize advertisement was declared to show "unity, pleasing form, emphasis of white space surrounding matter, is well balanced and shows consistent harmony of type faces. Good emphasis is given to three headings in 1, 2, 3 order, and secondary emphasis to three or four subordinate points. The panel is effective and emphasizes one of the main points of the advertisement."

A Most Amazing Opportunity for You to Secure a Stylish, Dressy Suit
made to measure from choice materials at an exceptionally low price. In order to have our left over stock of heavy, fall suitings out of the way in time for our winter goods, we are offering you for the next five days
SUITS TO MEASURE
$12.50
Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says. The materials are of the best quality from English, Scotch and Irish weavers.
You can have the style you like best, whether its American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers. Our tailoring is guaranteed satisfactory.
Smith & Sons
"OPEN EVENINGS"
Queen's Road, Opposite the Post Office

First Prize Clothing Advertisement.

Too Close to Border.

Another prize winner was weakened by being set close to the border. It was said to "weaken the emphasis given by white margin."

Another was "weak in the solid portions which have been set too small for rapid reading." This type was indented but set very small.

In its summary of the entries "Printer and Publisher" says: "There was one point in ad. composition proved beyond cavil: to attain its highest efficiency an advertisement must have good advertising force as well as good style of display.

Ad-Compositor a Salesman.

"The ad.-compositor may be likened to a salesman. Really the main difference between the two is the medium with which they work. The salesman sells goods through the medium of speech and gesture; the ad.-compositor through type and ink. The minute the ad.-compositor starts to work on an advertisement, that minute he has begun his appeal to the reader of his paper in favor of the advertiser's goods. Like the salesman's selling talk, the effect of the ad.-compositor's appeal will depend largely on the points he chooses to emphasize most strongly, and the manner in which he presents them. Every line of type, every rule, each piece of material plays its part in the sum total of the effect on the reader.

WHO IS WALKING THE STREETS?

You will find that it is the untrained man or woman who is dispensed with when the financial pinch comes and expenses must be lowered. It is not the clerk who has had thorough training in

CARDWRITING
ADWRITING or
SALESMANSHIP

through the mail courses of the Shaw Correspondence School. Our courses are compiled by America's most practical instructors. They contain the cream of knowledge gleaned from years of practical experience of these men and others. Will you look into them and prepare to insure yourself against joining the ranks of the unemployed?

Fill in and send the attached coupon.

The Shaw Correspondence School, Toronto

Cor. Yonge and Gerrard

FILL IN AND MAIL THIS COUPON TO-DAY

D.C.

The Shaw Correspondence School
Yonge and Gerrard Sts.
Toronto

Please send full particulars of the course marked with "X"

CARDWRITING
ADWRITING
SALESMANSHIP

Name.....

Address.....

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

J. L. STIFEL & SONS

INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK
260-262 Church St.

TORONTO
14 Manchester Bldg.

MONTREAL
100 Anderson St.

BALTIMORE
114 W. Fayette St.

ST. LOUIS
426 Victoria Bldg.

PHILADELPHIA
839 Market St.

BOSTON
68 Chauncy St.

CHICAGO
223 W. Jackson Blvd.

SAN FRANCISCO
Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg.

KANSAS CITY
205 De Graw Bldg.

ST. PAUL
242 Endicott Bldg.

WINNIPEG
400-02 Hammond Bldg.

Some That Repelled.

"Among the entries in the competition are many advertisements arranged in a pleasing and attractive manner. Harmony of tone and shape is good, balance well preserved and contrast in size and tone of type effectively utilized. . . . Yet with all this many of these entries seem to suffer seriously from the lack of spirit and force and are by no means impressive from a commercial or advertising point of view.

"In other cases, crude and coarse arrangement tends to repulse a reading, even where the salient points of the copy have been picked out and boldly emphasized.

"Others strike a happy medium and effectively combine the selling idea with a pleasing and attractive display."

ACTORS HELP TRADE.

(Continued from page 62).

ficient to be taken into account by the most up-to-date haberdasher. These young men, many of them, keep in touch with their confreres in other college centres and get the latest ideas in clothing from other cities and, of course, as a result demand of the local clothier the newest ideas in apparel. This city, too, is a great theatre town, the attendance at the theatres is very large and at such places the latest things in men's wear are often worn on the stage, and many a young fellow sees something there that catches his fancy and he must have the same. You know years ago we used to have a man come in and say, "I want a sack coat," well we gave him a sack, and he was satisfied. Now in order to satisfy the public we have to carry ten different styles of coat and fifty kinds of material."

A MOST AMAZING OPPORTUNITY

FOR YOU TO SECURE A STYLISH, DRESSY SUIT

made to measure from choice materials at an exceptionally low price.

¶ In order to have our left-over stock of heavy fall suitings out of the way in time for our winter goods WE ARE OFFERING YOU FOR THE NEXT FIVE DAYS

SUITS TO MEASURE

$12.50

¶ Considering the price and the quality of the goods you never saw such a striking offer as this before, and the best of it is it means just what it says.

¶ Our tailoring is guaranteed satisfactory.

¶ The materials are of the best quality from English, Scotch and Irish weavers.

¶ You can have the style you like best, whether it's American or English, and made up in that snappy, gingery manner which has made our clothes extremely popular with good dressers.

SMITH & SONS

QUEEN'S ROAD — **OPPOSITE THE POST OFFICE**

OPEN EVENINGS

Clothing Advertisement Winning Second Prize.

SILK SWEATER COATS.

Popular in New York for Street Wear—Vivid Colorings Order of the Day.

A New York authority writes: Sweaters knit on loose, straight lines, which suggest rather than reveal the figure, seem to have the call with women. Demand is good for a sweater coat at $5.00 and over, which allows the manufacturer a fine margin for the addition of style and quality. Silk sweater coats, on account of light weight and small bulk, are popular for general street use worn under jackets or coats. Originally imported from the other side, these silk coats are being made in considerable variety by domestic manufacturers. With their increasing popularity among those who are able to afford a higher-priced garment, there is no reason why a manufacturer should hesitate to allow his ingenuity and creative ability free scope, with the surety of a ready and appreciative market always at his command.

Very soft wool sweaters are being imported from the other side, with a plain knitting stitch, very long, coming well down over the hips. Vivid colorings are the order—greens, orange, purple, yellow—with scarf and cap of contrasting color. Should this vividness of coloring come into vogue on this side, it will do much to liven and warm up the coldest Winter weather.

WOOL WILL KEEP HIGH.

Production Falling Below Demand, Says French Knit Goods House.

The following statement has been received from an important French house: "We note with satisfaction that the English wool trade now looks on the future with more confidence, and that they are now operating more largely in wool and tops. Here trade continues good. No one is unloading and prudence is observed by all manufacturers. It is precisely this which makes the strength of the situation. Both manufacturers and merchants hold no speculative ideas. We may expect well-sustained prices in London, if not some little rise. The United States continues to operate in Europe in fabrics and wool, and transactions from this source grow monthly. We must accustom ourselves, therefore, to higher values for wool as well as other articles. Wool holds an exceptional position, because consumption is increasing with population, while production is undergoing a progressive diminution. We are not, therefore, frightened by wool values. In the future we shall see higher prices."

KANTKRACK

COATED LINEN

COLLARS

Only a 25c. sale—but

hanging to that sale may be a hundred dollars' worth of business, perhaps more—you never can tell when you sell a 25c collar, what it is going to bring, but if it is a **KANTKRACK** you can be certain it will give perfect satisfaction and with satisfaction comes continued patronage. It is the long-wearing quality (the result of the flexible lip and the long slit over the back buttonhole) the natty style and perfect fit that appeals to men.

Made in Canada in "One grade only and that the best."

Sold direct to the trade by

The Parsons & Parsons Canadian Co.
HAMILTON, ONTARIO

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Tango Tie Leads Novelties for Easter

Figure of Dancers Shown Below Knot and Near End—Hosts of New Designs for Spring Opening—All the New Colors Featured—Polka Dots Return in Strength—Social Influences on Men's Wear.

THE oldest living merchant has seen nothing like it—this flash of color that has burst upon the neckwear market. The ladies won't be in it with us on Easter. We can match them in every color-scheme they like to bring out—in their wardrobes.

Is it tango, paddy green, mustard, mahogany, cerise, champagne, indigo or porcelain blue? We have them all.

But if by any chance one has been omitted, you'll find it in our galaxy of shirts. Probably honored with a stripe an inch or more across.

You have heard of the tango? Or rather have you heard of anything else? A cartoonist recently pictured mankind as tango-ing, two and two, down town to their work in the morning, so as to lose no time from the tango, and three couples in a Canadian city tangoed up and down a street car at 2 a.m.!

Well, we stop the press to announce—to welcome—the TANGO TIE. Spell it in caps., compositor; shout it out upon the housetops. "Let joy be unconfined"; we have the Tango Tie and we have, likewise, the Tango Shirt.

Recipe For Tango Tie.

The recipe for the Tango Tie might read as follows: Take a plain cold silk, grey, navy blue, and so forth. Make some whirls below the knot and near the end to represent motion. Inside set a figure of a man in black and a lady in a fashionable shade for dango dancing—and you have the tango tie. It is simply an adaptation of those bizarre figured designs of aeroplanes that set Paris and London by the ears—and eyes—a few months ago.

These "Tango" ties have colleagues in the "Tango" shirts, which are described elsewhere in this issue. The two are quite in the running for Easter.

As prophesied several months ago in The Review, the ties that held their drawing powers chiefly from the pattern, stripe, or contrasting color or design at the flowing ends, are weakening. In their place are all-over effects; whether in flowered patterns, or conventional designs, or a succession of stripes, Roman or club, it matters little which. But in the great majority of lines of ties the all-over effects are manifest.

Softness, Not Loudness In Colors.

To the colors there is no limit. And And yet, bright as they are, they do not—except in a few extreme cases—approach the oppobrium of being "loud." There is a certain softness about the new shades and an artistic arrangement of the patterns that transform them into things of beauty. There is a lack of crudeness in design that has distinguished most of the bright color creations in years past.

This favorable attitude of the public may be, and no doubt is, due to a special reason. The vests, as a rule, are higher; the space below the collar is therefore smaller, and the portion of the bright tie revealed, proportionately smaller. So the bright color display is less in degree, though not in kind. This safety valve will be removed, of course, when the vest is discarded in summer weather, and it will be interesting to note whether there will be a reaction against the vivid scarfs. Chances are there will not, for by then custom will have "staled" their infinite (and bright) colors.

THIS IS " IT "

Tango tie, showing printed figure below knot and at end, surrounded by a "whirl." Courtesy of Brass'.

Polka Dot Back Again.

There are certain well-defined tendencies in ties. The all-over design in various lines has been mentioned, and self colors in plain silks and in brocaded satins. But our old friend the polka dot is back again, in renewed strength. Indeed one might surmise the designers had spent the intervening years of absence in working out a variety of sizes for the dots and colors, so many are the forms in which it is turning up. It has been a favorite remark for years that the polka dot in navy blue and white for flowing ends and bow ties were "always in good taste." But this Spring the navy blue has half a dozen or more quite successful rivals.

Nor in this summary must the knitted tie be neglected. More and more it is being shown in the broader widths and in club stripes with pronounced contrasting colors.

Chief Materials.

Among the materials selling well at the present time are pure silk repp and foulards, and that popular line in feminine fabrics also, crepes.

One dealer thus summed up the color situation: "Ties will be very gay. The best sellers will be mustard, paddy green, burnt orange, tango and cerise in self colors and combinations. Black and white stripes and checks are also shown in profusion with black satin borders." Woodbine stripes and mugadores, he said were also strong and knitted ties still held favor, particularly with conservative men.

Some Ties That Are Selling.

Among the special lines of ties that are selling may be mentioned the following:

The heavy club stripe, running on the bias, a sample of which was given in last month's Review. These come in black and white, blue and black, green and black, and some of the brighter colors, in twos.

Another bias effect is in Roman stripes in brilliant combinations of three colors, arranged like this: red, black, yellow, black; or yellow, black, blue, black.

An unusual effect is secured by a broad stripe green, yellow, blue, purple, etc., running across the tie, and in between a series of narower stripes of black and white.

Various forms of shepherd's check are also selling well, closely following the popularity of this venerable combination in suitings.

Plain colors with a jacquard figure.

Brocades in self colors, tango, paddy green, mahogany, cerise, mustard, navy blue, purple, and a few more.

Silk in self colors with a broad satin stripe about 1¼ inches wide, running on the bias.

In polkas the latest novelty is a white spot on a gold ground; and another uncommon one is a gold ground with a black dot. Green on blue ground is another combination.

These dots are in all sizes from the smallest pinhead to the half-inch in diameter forms. These latter have at a distance almost the effect of a honeycomb pattern. A few ties are being shown with the polka dots growing larger towards the bottom of the tie.

Pinhead Dot on Silk Bengalines.

Among others selling well just now may be noted silk bengalines with a pinhead dot. These are further distinguished by a plain bar crossing the tie on the bias and coming just below the knot when tied up. The same idea is worked out in ties of a check pattern. This makes a very neat tie of a rather unusual style.

In medium-priced lines the bordered ends and panel borders continue to move out well.

Some dealers are pointing out as one of their best sellers some very neat ties of a narrow cut in black material, relieved with a diamond spot of various colors coming just below the knot. Others again following the same idea have a star-shaped or sun-burst spot taking the place of the diamond.

A peculiar pattern of several colors in what might be called a "hit and miss" weave, following no particular design. It has been stocked heavily by some dealers, and they report these to be a very satisfactory line.

A deep satin border also is a feature of many ties. Often this border is edged with Roman stripes.

Another buyer gave the following opinion: "There appears to be no doubt that highly colored ties will be strong for Easter trade. One reason is the fact that the vests buttoning up fairly close enable a man to wear a bright tie without feeling too conspicuous, as the amount of brilliant coloring shown is pleasing rather than startling."

Foulards Strong.

For later on in the season foulards will be very strong—stronger than for years in fact. These will be made from bandana handkerchief squares in ancient madder effects, printed crepes and crepe de chine. Many of these have the wide border of the corner of the handkerchief retaining the effect of the bordered ends.

"In fact," as one man said, "any style is good as long as it makes a good appearance. Some prefer the all-over effects, some prefer the spot and others again the Oriental patterns or the bordered ends. Everything goes, but it is necessary to have a variety."

One house in showing some very pretty ties in plain colors of Swiss crepe. These, they say, are selling very well.

Knitted Ties in Better Lines.

Knitted ties seem to be holding their own very well and a dealer who has had long experience with knitted ties says he believes that the future for these is extremely good, especially in the higher-priced goods. One firm at least has bought more and is selling more than ever before in their history. A feature that augurs well for the future of the knitted tie is that some Canadian manufacturers have installed machinery which enables them to put out goods of the very best type and to give Canadian dealers every facility. The cheap knitted tie is becoming a thing of the past. In the better lines club bars of about a quarter-inch or wider are good and also horizontal bars in two or three colors.

Here, as well as in ties of other material, all colors are good, quiet greys and blues holding favor, as well as more brilliant tangoes, purples, reds, etc. The general opinion is, however, that the brilliant stuff will be most in demand. Heavier linings are now being used by many leading firms in order to make a larger knot to fit in with the wider collars.

Samples Of Easter Ties

Foulard silks, showing the all-over designs. In the second and third the well-known Dresden pattern is worked in. Shown by Bilton Bros., Toronto.

TANGO INCREASING SALES.

The craze for the tango has become so pronounced that it has long passed on from tea rooms holding afternoon teas to the Big stores. In New York Wanamaker's arranged a program in the auditorium of their store in which a chronological history of the dance was shown from the old Grecian days to the present. Gimbel Bros. are holding a daily exhibition and demonstration of the "latest dances" every afternoon in their Tea Room while a shirtwaist manufacturer lifted the monotony of

Easter Ties

No. 1. Ombre crepe in Paddy green, purple, black and white. No. 2, Parisian scarf, with hand-painted flowers. Courtesy of Brass'.

"Sew, Sew, Sew," by installing" an instructress of the giddy tango in their establishment during the lunch hour.

In New York it is reported that several fashionable cafes are arranging to sell evening dress collars for men in their dressing rooms,—so strenuous is the exercise that it wilts down a collar half way through the evening.

"CASHING IN ON DANCE CRAZE"

In an article on "Cashing in on the Dance Craze," Men's Wear, New York, says:—

That old saying, "He who dances must pay the fiddler," should have an addition tacked on the end of it. It should read, "He who dances must not only pay the fiddler, but he must be a pretty good patron of his clothier and haberdasher." If there is one place more than any other where a man wants to look and feel well dressed it is on the floor of the ballroom. He may go to a banquet, and if he is particularly careful to keep in his seat the other guests need not know and he need not feel particularly conscious of the fact that the tails of his evening coat are cut on the lines favored by our best designers in 1907. He can go to a card party, and, if careful to keep his feet under the table, no one need know that his evening pumps were purchased three seasons ago.

But when he gets out in the spotlight on the ballroom floor it is a far different matter. He does have something to worry about then, and the 1907 coat tails which he sat upon at the banquet and the 1910 pumps which he kept under the card table are very likely to spoil his evening if he is a sensitive soul. Before he goes to another affair he visits his favorite men's apparel store. "I have found," said a live men's wear dealer in the middle West, the other day, "that these tango parties, which are becoming an every-night affair in my town, are boosting the sales of evening clothes and evening dress accessories. Men who have not danced in years are getting to be fanatics on the subject, and every day finds a number of them in our store freshing up their evening wardrobe. It is not only the younger men, who have always been considered the dancing men in past years, but the middle-aged men, and even the portly elderly chaps are taking it up."

Unless your town or city is a rare exception, the new dance craze is gaining a large-sized foothold in the social activities of the place. In nearly every city, town or hamlet from New York to San Francisco one can find good-sized crowds dancing to the strains of the snappy tango music or the graceful hesitation waltz. In a number of places they are tearing out the seats in the moving picture palaces and installing ballroom floors. Ice and roller skating rinks are being transformed into large dance pavilions. Dancing teachers are again in their glory, and leading exponents of the art like the Vernon Castles are becoming wealthy and world famous.

There is no time limit to the new dance; they go on nearly all hours of the twenty-four. Back in the days of the waltz and two-step we confined our terpsichorean activities to the evening hours; but now we have the tango afternoon teas, the tango luncheon parties, and in some places they are said to be contemplating tango breakfasts.

While the dance has always retained its hold in the smaller towns and cities, it has not in years, if ever, developed into the craze that is sweeping the country to-day.

Where It Affects the Apparel Trade.

The progressive retailer of clothing or furnishing goods can make this epidemic of dancing add a considerable amount to his sales and profits. He can announce through his newspaper advertisements and display windows that his establishment is the proper place for the men to purchase their dancing equipment. He can install special displays showing the complete outfits for formal day and formal evening wear. He can make a study of the correct dancing dress for men, as outlined in the Dress Ethics Chart and in special articles in this magazine, and gain the reputation of being an expert on the subject of what to wear and when to wear it. That reputation will pay handsome dividends in increased trade from the men of his town. When it comes to matters of formal dress, when a man wants to

New ties for Easter wear, one showing the double border of Roman stripes on figured silk in a variety of patterns and colors; the others a new shaped four-in-hand of silk reppe with white corded effect. Courtesy of Fowke, Singer Co., Limited.

ROB-ROY

If you want a coat that will sell on sight—show the new Beaver Brand "Rob-Roy"

Here is a coat that is fast making "Beaver Brand" the talk of the trade. It is made along exceptionally manly lines, heavy hand-spun worsted yarns in massive ribbed stitch.

The workmanship of the "Rob-Roy," as in all Beaver Brand knit goods, is the finest. The finish and fit are perfect.

The "Rob-Roy" has the heavy shawl collar, which adjusts to fit high around the neck, giving warmth and comfort in the coldest Winter weather.

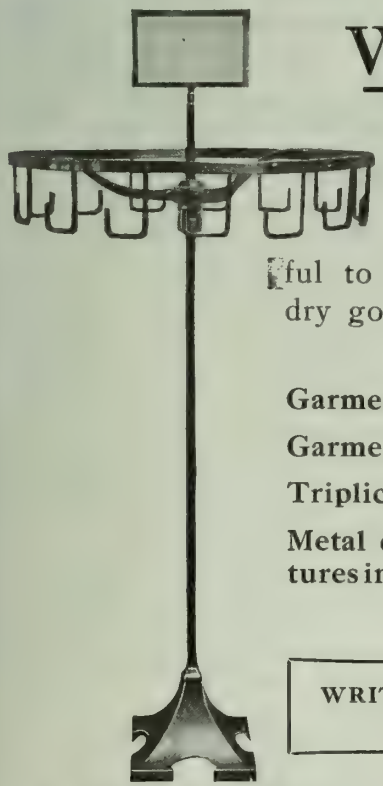
Place your order now for Fall. Samples sent on request.

R. M. BALLANTYNE, LIMITED

Manufacturers of "Beaver Brand Knit Goods"

STRATFORD, ONTARIO

WE MAKE BOTH STYLES

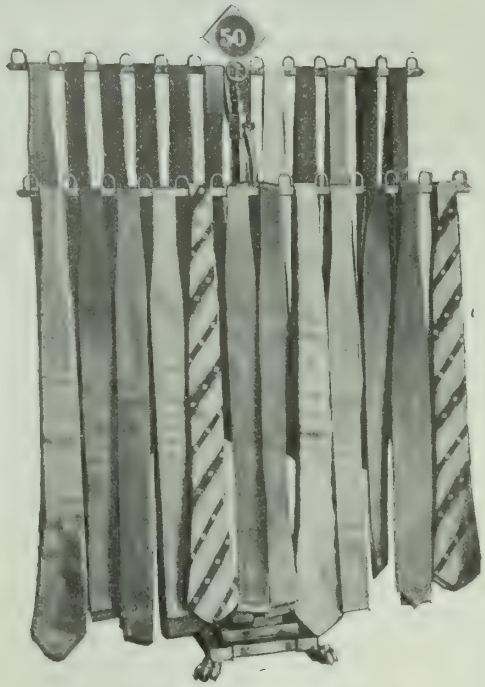


No. 1130. Revolving Tie Stand

Either revolving or straight bar Tie Stands—as well as hundreds of other lines useful to the men's wear man or the dry goods merchant.

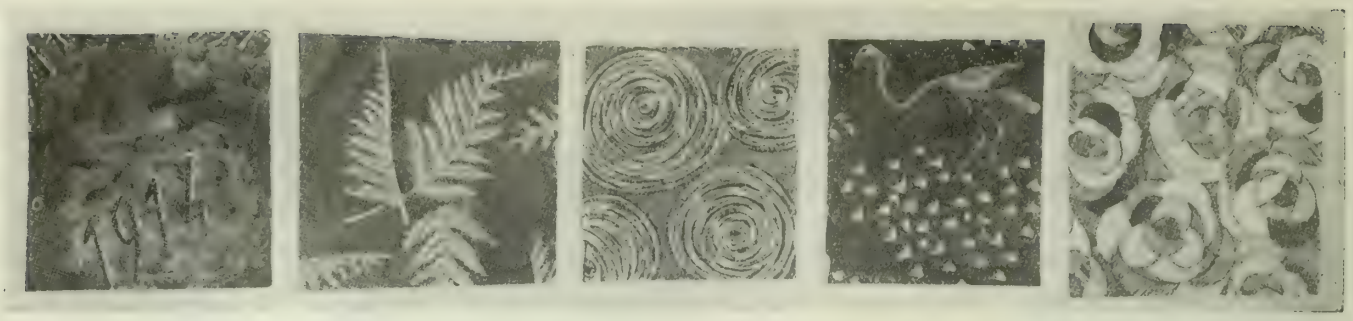
Garment Racks
Garment Hangers
Triplicate Mirrors
Metal display fixtures in all finishes
Wax Figure Forms
Silent Salesman Cases
Glass Shelf Clips

WRITE TO-DAY FOR OUR LARGE CATALOGUE



No. 1056. Tie Stand, price, each, $5.50

CLATWORTHY & SON, Limited, Toronto



WHAT PARIS IS SHOWING IN MEN'S SCARFS

No. 1.—The "1914 scarf" of figured silk, the figures 1914 being in satin effect on clouds of lighter color.

No. 2.—Black silk ground, brocaded fern leaves, veins and stems dotted with light violet silk, outer lines of leaves brown mordore. Carried out also in blue and Havana, and green and dark prune.

No. 3.—Spiral effect, figured on black background. Design is brought out in somewhat lively shades, red or green, or gold, mauve, etc., and is accentuated by black threads.

No. 4.—Japanese design, flamingo sitting on bush with broad leaves. This "motif" repeated in different directions. The shades are purple, wine color, green, Havana, etc., on black background.

No. 5.—All-over floral design of brocaded roses, made in light shades, salmon, light mauve, light garnet pink, etc. Courtesy of "Men's Wear," New York.

TANGO INCREASING SALES.

(Continued from page 74.)

be positively sure he is right in every detail of his garb, he will take his patronage to a man he knows can give him the proper advice.

More Shirts and Collars Will Be Sold.

The shirts and collar end of the business will reap an added harvest from the dance craze. More men are going to buy evening shirts, and, as for collars, there is no greater booster of collar sales outside of a Chinese laundry than a fat man at a dance; in fact, nearly any man, no matter what his weight may be, will wilt down several collars during an active evening on the ballroom floor.

One authority in the trade believes that the "craze de dance" is going to be a big factor in reviving soft collars during the coming summer. He believes that for the informal dances at the summer resorts and summer homes silk or mohair suits, negligee shirts and soft collars will be worn by a great many men.

Without question the awakened interest in the dance will help the sales of silk hoisery and the tango slipper with rubber insertion in the soles. It may be an aid to the sale of athletic underwear in the winter time. One man stated the other day, "Whenever I attend a tango party I lay aside my full-length underwear and get into one of the athletic knee-length suits. I find them very much more comfortable than the regulation winter garment." Another man in the trade suggested that the combination outer shirt and knee-length drawers made an excellent garment for dance wear, as the shirt was held securely in place and could not work up from the trousers.

Opinions of the Retail Trade.

A number of men's wear dealers in the Chicago market stated that there was no doubt in their estimation but that the dance fad had been stimulating business in many ways. Clothiers say it has brought an increased demand for the Tuxedo, or evening jacket, as well as the full dress suits. It seems that at many of the Chicago tango parties one notices more of the evening jackets than full evening dress. It depends largely on the occasion and place. Many of them are formal, while others are what one well-known furnisher and club member termed informally formal. This furnisher related an incident which took place in his store. He was recently asked the question by a prospective customer, "What is the proper shirt to wear with a dress suit at a dancing party?" He answered by showing the man a line of white stiff-front full dress shirts. These, he said, were the proper thing, a fact upon which he thought there could be no doubt, yet the prospective customer walked out, saying he had several of that kind. The furnisher, after another similar experience, gave instructions to his salesmen to say in such cases, "These (referring to the regulation full dress shirt) are the proper things, but many of these (referring to the pleated-front shirt) are being worn." The result was that many more of the finely pleated and tucked bosom shirts were sold.

"Even though we are selling many of these finely tucked shirts for evening wear," said this furnisher, "it is not probable that such a shirt will be worn at a strictly formal affair, nor, of course, would the Tuxedo be worn on such occasions."

Some stimulation is noted in regard to evening dress jewelry, and neckwear has also felt the effects of the demand.

"The number of these tango parties," said another dealer, "has brought out many a dress suit and Tuxedo which may have been unused for some time. Finding that the garments are not exactly in style many owners have been impelled to buy new ones."

Demand for Soft Shirts.

"One of the most significant effects that this dance craze has had on men's wearing apparel," declared a buyer for a big string of men's furnishing stores in New York, "is the development of a remarkable demand for soft-bosom dress shirts. We sell hundreds of dozen of dress shirts, and I believe I can truthfully say that during the past few months we have sold a dozen soft-bosom shirts to every one stiff-bosom shirt for evening dress wear. Personally, I feel that for any kind of formal evening affair the absolutely proper shirt to wear is the stiff bosom, even though it be a fancy figure, but that is evidently not the prevailing opinion to-day, because almost every man, both young and old, seems to prefer the soft pleated-bosom shirts, and I think it may all be attributed to this dance craze that is sweeping over the land and sea.

"I attended the annual dinner of the Southern Society at the Waldorf-Astoria the other evening. This is an exclusive society, composed of prominent southerners in New York City—men prominent, both socially and commercially—and it was the nicest dressed and finest-looking assembly I ever saw. There were 1,100 members and guests present at the dinner, and I believe that considerably more than half of the men were wearing soft-bosom shirts with their evening coats. There was dancing, of course, and this may have accounted for the as-

The New American-English Coat Form

This coat form gives the proper set to the garment displayed. Has the round, narrow shoulder. Makes the collar stand up without bulging or straining and the front to hang right either buttoned or unbuttoned. Is adjustable to any desired height.

PRICE.

No. 5 E, as cut	$ 5.00
9 in. round base in black Japan	4.50
9 in. round base in oxidized copper	6.00
Vest Form (Japanned)	3.00
Vest Form (Ox. Copper)	4.00
No. 6 A. Coat Form (any plating) with oak stand and revolving motor, with heavy steel springs, as used by "New York Tailors"	30.00

(Revolves 12 hours without winding.)
Form Booklet sent on request.

A. S. Richardson & Co.

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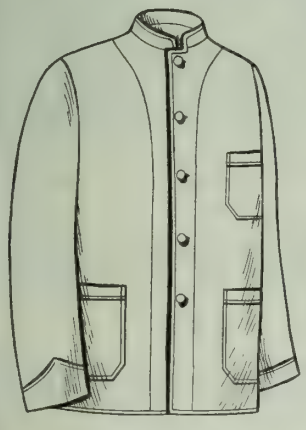
The first manufacturer of Wax Figures, Forms and Display Fixtures in Canada.

Haugh BRAND



Duck Trousers— $9.00, $10.50, $12.00, $15.00

Duck Coats— $9.00, $11.50, $12.75, $13.50

As Illustration— $11.50, $12.75, $13.50.

Duck Vests— $9.00, $11.25, $12.00, $12.75, $13.50.

Aprons—Carpenters'— $2.25, $2.50.

Aprons—Butchers'— $2.50, $2.75, $3.00, $3.50

Haugh Brand garments, in dust-proof packages.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.

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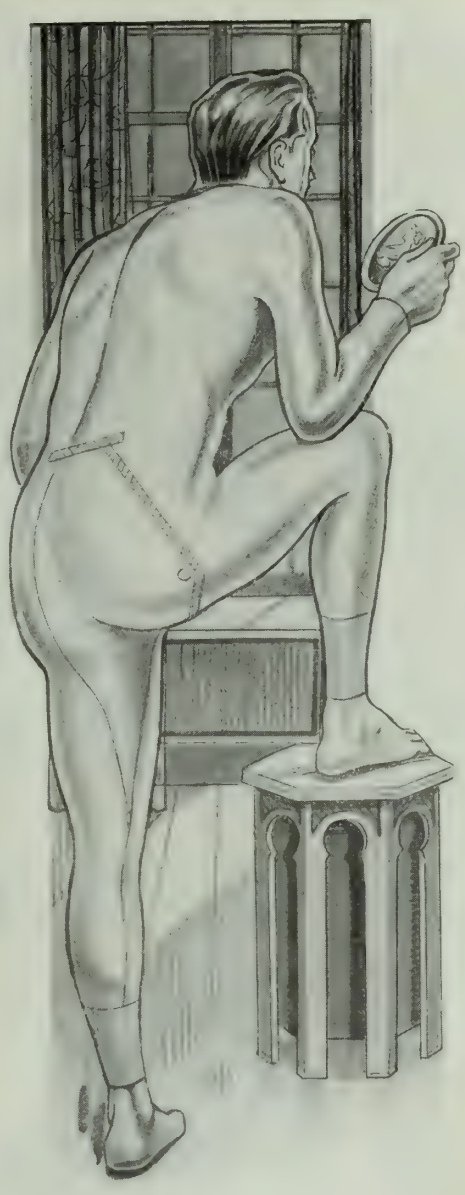
Dr. Neff's PURE WOOL Underwear



made with the perfect-fitting one-piece closed crotch

This feature alone makes Dr. Neff's combinations the most comfortable on the market.

Dr. Neff's underwear is made of a soft non-irritating wool fabric—perfect in fit, close-fitting, but not binding.

We are exclusive makers of this famous underwear for Canada. Our 1914 samples should be of interest to you and will be sent upon request. Write direct or to our nearest agent.

Samples for Fall sent on request.

Thos. Waterhouse & Co., Limited

INGERSOLL, ONTARIO

Mr. W. R. Mosey, Toronto, agent for Ontario; J. W. Peck & Co., Winnipeg, agents for Manitoba, Saskatchewan and Alberta; Garneau Limited, Quebec, agents for Quebec and Maritime Provinces; J. W. Peck & Co., Vancouver, agents for British Columbia and Yukon.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turndown	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

TANGO INCREASING SALES.

(Continued from page 76.)

tonishing number of soft-bosom shirts that the men wore, for I think the tango and its variations must be held responsible for the wonderful popularity of this style of shirt at the present time."

The manager of one of the stores operated by another prominent and high-class retail clothing and furnishing goods concern in the metropolis declared that, in the absence of any definite figures, he believes they sell almost twenty times as many soft-bosom shirts as they do stiff-bosom shirts for dress wear. "Only the most conservative dressers and the older men buy stiff-bosom shirts now," he said, "and we seldom have a demand for anything but the soft-bosom styles. Business in our evening dress department has been very good this season, dress suits, shirts, collars and ties, silk hats and accessories all having sold very well."

Interferes With Business.

There is another phase of this dancing craze which this manager pointed out is having an evil rather than a good effect on business. He claimed it is causing young men in various lines of business to neglect their work. Salesmen, clerks and young men in other vocations, so the report goes, are being paid to attend the afternoon teas in the big hotels and cafes and dance with the women there, the attraction for them being twofold—the pleasure they get out of dancing and the financial compensation they are given. This manager said that he had had no such experiences with salesmen and clerks in his store, but that he had heard of cases where employees got down to business very late in the morning, and the cause was found to be late dancing the night before. In New York City especially, and perhaps elsewhere, too, there are many young men and women who have developed a craving for the modern dances and who spend every minute they possibly can in the dance halls of the hotels and cafes, and here it becomes a moral as well as a commercial question.

BIB OVERALLS IN WEST.

Winnipeg, March 18.—(Special.)—Western farmers are wearing bib overalls, formerly made specially for engineers. This change has taken place within the past few years. It was formerly customary to make denim overalls, of grey and blue, but now most of the overalls going West are made of indigo blue. They have found the engineers' overalls roomier, durable, and yet they are more expensive. They are utilizing the bib as a protection for the shirt.

ADVANCES IN UNDERWEAR.

An advance of from 5 to 12½ cents is reported in most Spring lines over that quoted in June, according to New York advices. A portion of the Fall duplication of these lines was booked at an advance over the opening figures. This is a legitimate raise, in view of yarn prices, and not much further chance of revision is entertained by agents. Deliveries of Spring lines have been hastened by some concerns, probably to insure a proper delivery, in most instances, as mills have been extremely slow of late years in following out instructions for Spring shipment.

Knowledge is the gradual discovery that you possess precious little.

* * *

Clothes might not make the man but they very often make the opportunity that makes the man.

CEETEE
UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario

Worn by the Best People

Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants. and "CEETEE" Shaker Knit Sweater Coats.

EVERY RETAILER
In Saskatchewan

should attend the Annual Convention of the Saskatchewan Branch of the Retail Merchants' Association of Canada, Inc., to be held in

MOOSE JAW, MARCH 23, 24, 25

Keep the dates open, and make it a point to be present.

There are 1,200 Retail Merchants in this Province working in co-operation for the good of the Retail Trade. Help swell the number.

Convention rates over all lines, and a hearty invitation from the City of MOOSE JAW.

Remember the dates—March 23, 24, 25.

Let us work in unity, for in co-operation lies our strength.

For further particulars apply Mr. F. E. Raymond, Secretary, Saskatchewan Provincial Board, Box 475, Saskatoon.

Lion Brand Clothes
the Boys' Favorite

are an important factor in the building of your business that should not be overlooked. Lion Brand clothes are in great demand among the well-dressed youths for the reason that they are in perfect harmony with his ideas of what snappy, correctly finished clothes should be.

Get the exclusive boys' trade of your town by stocking this popular line.

Write for catalogue to-day.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at:— Clinton, Goderich, Exeter, Zurich

Tango Shirts and Fine Pink Lines For Easter

Cross-Stripes on Pleated Shirts—Jacquard Allover Design With Soft-Colored Stripes Latest Novelty in from Paris—What Stores Are Showing.

ENTER the Tango Shirt, arm in arm with the Tango Tie. This Easter creation has been pleased to adopt the pleated shirt for its display of bright colorings and marches boldly across it, instead of in the customary "up and down" fashion. These cross stripes in tango or tan colors give the name "Tango Shirt" to the goods they ornament, but many dealers are using the term indiscriminately to apply to all shirts with cross stripes and pleats. These appeared from New York the first few days in March and made a hit at once. Indeed, the public appear to be ready for any novelty that is offering, and do not want it unless it is a novelty. One of the most popular of the cross-stripe patterns comes in navy blue. It is an odd fact that late last Fall a Canadian retailer brought in a shipment of these cross-stripe shirts, showed them a day or two, and then gave it up. Evidently he did not strike the "psychological moment." At the time of writing he is featuring them again rather cautiously.

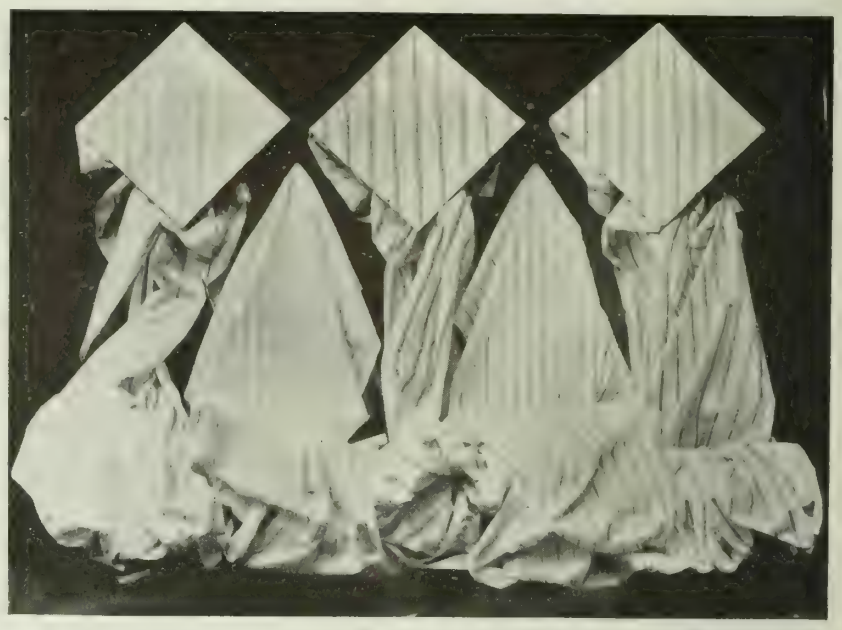
Broad Colored Stripes.

The deep colored stripe is undoubtedly one of the features of the Easter showings, one that was hardly anticipated by the manufacturers in their offerings last Fall. But along with this general fashion, is a distinct revival of pink shirtings. These, so far, are shown mainly in the more expensive lines, such as silk crepe de chine, and the bulk of business reported is of the made-to-order type. Several exclusive men's wear stores report a very brisk demand for the goods they are showing in this line. There is surely a reason for this favorite feeling; the samples, so far from being "loud," are among the most tasty, indeed beautiful, that have come on the market in years, in this or any other shade. It is usually of a delicate, soft coloring, and the pink generally is the main feature, with perhaps a broad stripe of white silk running up and down at long intervals. Of course, pink is a difficult color to find a match for in cravats, but here is where the popularity of black, in men's as in women's goods, comes in.

Beautiful Pink Lines.

These pink lines are made in silk and wool, soft crepes, including grenadines, and fine quality of taffeta. In the grenadines, red stripes are being shown as well as the pink, but the latter are in more demand.

SAMPLES OF SPRING SHIRTINGS



These samples of Oxford shirtings include Farley cord with shadow stripes of reddish brown and blue, and Russian cord with stripes of taupe grey and pink spot, and blue with orange spot, and stripes of two-shade tans. Courtesy of R. J. Hunter & Co., Toronto.

In silk twill some very neat patterns are seen in the softer shades, purple, pink, etc. Indeed in the finer goods the tendency is all the soft colors, with very broad stripes.

One of the latest novelties in the finer lines, a direct Paris importation shown The Review, was a beautiful light weight silk in an elaborate Jacquard, all-over pattern and stripes combined in delicate shades. A letter from Paris describes this as the latest thing over there, and Canadian up-to-dateness thus has received a striking testimonial

Among shirtings generally mauves, blacks, blues and tans in heavy stripes seem to be the best sellers.

French Soft Double Cuffs.

Everywhere are to be seen the French soft double cuffs, and they promise to be bigger favorites this Summer than on their real debut last year. As for collars, there is not the same demand for the soft ones to match the shirting. They are made up in many lines of shirts, but where they are absent, little effect is observable on sales. An early prophecy of a different patterned collar from the shirting, which was introduced in England, so far has received no support in this country.

Of course, with the silk shirts the soft French cuffs are almost the inevitable accompaniment.

There is a peculiar looking shirt being shown at one or two places, a pleated white linen, with cross-stripes of black. The effect is almost cold, and not as alluring as the softer color shades in the "tango" and others mentioned before.

Russian cords also seem to be taking hold well among the new Spring shirtings on display. In some of these materials the cords are about two inches apart, raised noticeably from the surface of the goods, These make up well in the coat style with the French cuffs and are made up frequently with the stripes running crosswise or on a herringbone style.

Pure wool taffeta shirtings are also finding a good place for themselves.

Extra pair of cuffs.

One large firm is making a practice of giving an extra pair of cuffs with each made-to-order shirt. These cuffs are ready to stitch on when the first cuffs become worn out.

Long Point and Cutaway Collars.

In collars the long point and the cutaway seem to be as popular as any and some declare that low cutaway collars will be the leading style soon. This is only a matter of opinion, however.

"The Selling Power of the Dealer"

In the year 1910 one of our trade papers brought out its Fall number with the above headline as a slogan. It proved conclusively that the dealer, the retailer, is the strongest factor in the chain of distribution and that a manufacturer who ignored him was working at cross-purposes in his sales plan.

This was merely emphasizing the principle upon which the MacLean Trade Papers have always sought advertising from manufacturers and jobbers in opposition to the illogical claims of many consumer mediums and ill-informed agencies that "you could advertise to the consumer and compel the dealer to handle your goods."

It was thought that this silly theory was buried beyond recognition, but it has recently been revived, thinly disguised by some of the metropolitan dailies, who would have one believe the retail merchants of Canada were but a series of automatic slot machines to be played upon by consumer-hypnotizing and dealer-compelling advertisements in the aforesaid metropolitan dailies.

Printers' Ink, the well-known advertising authority, pricks this fragile bubble with a serious article in a recent issue entitled "An Investigator's Experience Among Retail Dealers," which every advertiser, national or local, should read.

One paragraph quoted will suffice to show the scientific accuracy with which the investigator, Geo. L. Lewis, entered upon his work and will appeal as true to life to every reader who has not been inoculated with the coercion germ.

We quote:

> I kept accurate statistics of how the consumers inquired for the goods they wanted. My records showed that ninety-seven per cent. framed their first query: "Have you got so-and-so?" and only three per cent. "I want so-and-so." Ninety-seven per cent.—think this over carefully—came to their dealer in a question mark attitude, awaiting his comments, his suggestions, and his final selling climax. Three per cent. only came resolutely to get just the article they had named. The ninety-seven per cent., an overwhelming majority, proves to me that the dealer is the court of the last resort. The "desire" and "created demand" are but the first elementary step in the buying. THE REAL SELLING FORCE IS THE ACTION OF THE DEALER IN INTIMATE CONTACT WITH THE PROSPECTIVE BUYER.

Every sales manager should have the words of that last sentence printed in gold and hung over his desk where he could see it every day. It would save much misdirected energy, wasted money and disappointed hopes.

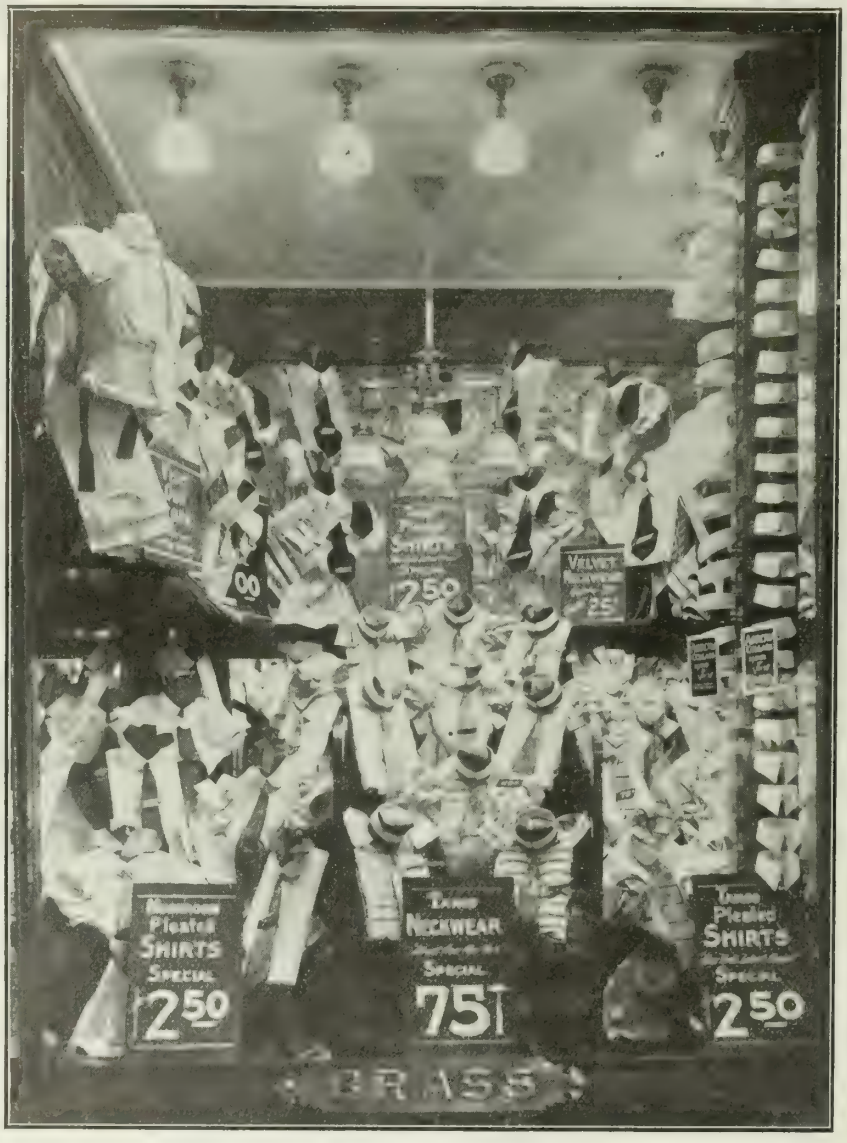
The advertisers in The Dry Goods Review work with the dealer, not against him. Their motto is co-operation, not coercion.

Drop us a line and have one of our representatives call and talk over our co-operation plan. It will place you under no obligation, and is certain to tend to your benefit.

The Dry Goods Review

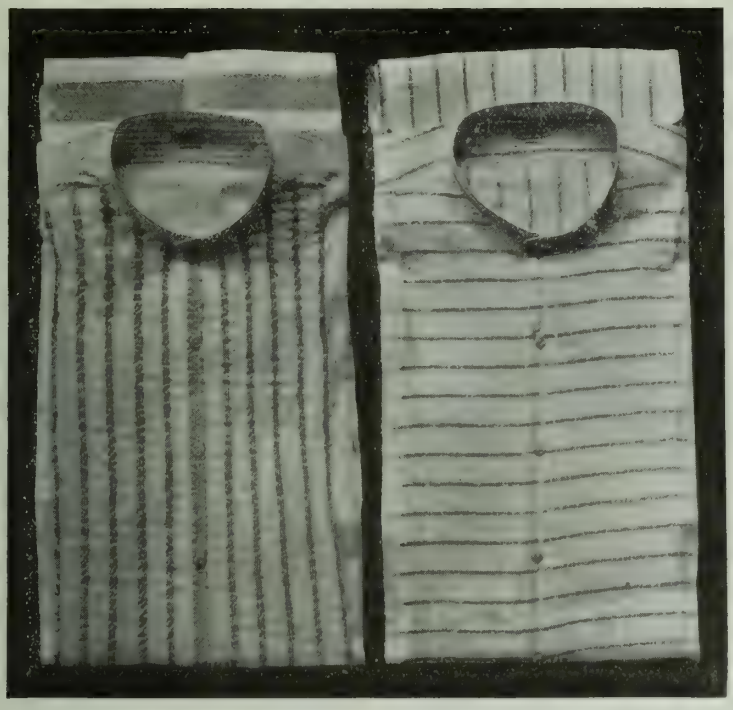
Publication Office, 143 University Ave., Toronto

Playing up "Tango" Ties, Shirts, Collars and Gloves



This window trim, which caught the eyes of thousands early in March, was regarded generally as one of the brightest selling propositions this store has ever turned out. It marked the "Spring Opening" of Brass', and abounded in novelties in men's wear. The window is divided into three sections, and each was devoted to a particular line of goods, skilfully arranged to attract attention. The "Tango" Tie, as illustrated elsewhere, was prominent in the centre. Farther up were the "Tango" Shirts, shown in a separate cut on the opposite page. The "Tango" Collar, a Madras or rather Jacquard pattern effect, was in the foreground, and "Tango" Gloves—chamois with black stitching on the back. The firm advertised in a five-column space, as shown here also, and had men in the store to illustrate the different materials shown in the window. These features with a store decorated with bright Spring flowers, made an effective handling of Spring novelties, and a most successful sale was the result. The show cards, white lettering on a dark ground, were quite appropriate. This clever trim was the work of C. C. Caldwell.

A Snappy Window Trim For Busy Thoroughfare



THE "TOWEL" SHIRT AND THE "TANGO."
On left: "Towel" shirt with blue stripes on pleated bosom. Note broad blue band on cuffs. On right: "Tango" shirt, with mauve stripes across pleats. Shown by Brass'.

"Well," the office boy stammered, "I sold Mr. Flanders a machine."

"You what?"

"I sold him a $300 machine and he paid cash down for it."

The startled salesman showed his appreciation by raising the office boy's salary from $5 to $7 a week. Just thirteen years later the office boy—whose name is Hugh Chalmers — was vice-president and general manager of the whole cash-register business and his salary was $72,000 a year. To-day he is the head and majority owner of one of the half-dozen largest automobile factories in the country, which this year will do a business of $12,000,000.

He is still rather small, thin, quiet and smiling, with the same eager, questioning look in a pair of brown eyes that have never grown in the least tired. Also he is still on the smiling side of forty years.

BOSTON'S SHOPLIFTING LOSS.

Shoplifting costs each of the larger department stores of Boston an average of $50,000 a year, District Attorney Joseph C. Pelletier told the Twentieth Century Club recently. He added that the owner of one of these establishments had offered that sum for guaranteed protection from the loss.

THE SUCCESSFUL SALESMAN.

By Henry M. Hyde.

On day in the late '80's a man who was selling cash-registers in an Ohio territory hired a new office boy. He was a small, thin, quiet little boy with a pair of big brown eyes. At first glance one was reminded of a scared white rabbit. But presently the boy smiled and the smile somehow made it clear that the boy wasn't scared at all, but was simply very curious and very anxious to find out about things. After he had been on the job with eyes and ears both wide open for about six months, the boss went out on the road one Monday morning, leaving the boy alone in the office to answer telephone calls and forward the mail.

On the following Saturday the salesman got back home. "Well, Hugh," he asked, "did you have any callers?"

"Mr. Flanders called yesterday afternoon."

The salesman ripped out an oath, "I've been trying to get that old stiff to call at the office for a year," he snapped. "And now I've lost a chance to sell him a machine. Well, anyhow," the salesman consoled himself, "he's a pretty cheap man. He wouldn't have bought anything but the cheapest and he'd have stuck out for an extra ten off."

Tango Display
at
BRASS'

Grand Spring Opening and Men's Style Show---Featuring Tango Shirts---The Tango Tie---Tango Collars---Tango Gloves, etc., for Smart Dressers.

Don't fail to see our Tango window. Come Saturday and have a glimpse of what Paris and New York favor for Spring.

Tango Ties
75c

Tango Shirts
$2.50

Tango Gloves
$1.50

Tango Collars
20c each

Special Attraction
See the Men Models wearing the
LATEST CREATIONS
Will be well demonstrated between the hours of 12 noon to 2 p.m., 3 p.m. to 4 p.m., and 8 to 9 p.m. Saturday.

BRASS---Sets the Pace

ORIGINATOR OF STYLES NOT FOLLOWER OF FASHION.

148 Yonge Street

How British M.P.'s Dress

Morning Coat Still Worn by a Large Portion—Smart Touch From Breast Pocket With Edge of Handkerhief Visible—A grey Lounge Suit—Cuffs, too, on Trousers—Men's Fashions at Westminster.

THE editor of the "Tailor and Cutter," writing in the "Daily Chronicle," London, gives his impressions of the garments worn by members of the House of Commons.

It was a raw, damp day, he says, when I paid my visit to St. Stephen's in order to take my notes for the purpose of writing this article.

A drizzling rain had succeeded a bright frosty morning, and the touch of spring which had given promise of flowers and sunshine had vanished from the air, so that there was little temptation to don anything approaching Summer garb, and as there was nothing of a very special nature before the House, it may be taken that what I observed represented the average dress of the gentlemen who make, mend, or mar the laws that govern this "gem of the ocean."

The first impression of the House, as viewed from the press gallery, is that of a sombre crowd; black, indigo blue or dark grey clothing covered the figures of the vast majority, so that it looked like a monotony of neutrality, but as the eyes become accustomed to the subdued light it was easy to detect the widest possible differences not only in the cut and quality, but also in the fit and finish, to say nothing of the grace (or otherwise) with which the garments were worn.

There were specimens that would do credit to Savile Row, as well as examples of provincial tailoring that were quite worthy of being worn in that august assembly, but unfortunately that does not complete the story, for there were here and there articles the "reach-me-down" origin of which could hardly be a matter for doubt, to say little of a few combinations of clothing that violated every canon of good taste.

A Very Mixed Gathering.

The House of Commons is a very mixed gathering; the members are not all Apollos in figure any more than they are Solomons in wisdom; still it is probable there is a larger proportion of tall, well-knit men sitting in this Parliament than would be found in any corresponding number of men in any other assembly, apart from the Horse or Life Guards, and it was a pleasing sight to behold these fine figures attired in really well-made and smartly-tailored morning or frock coats, or lounge jackets; but there were others whose eccentricity of form must have given their tailors many anxious hours in order to clothe their abnormalities, so as to tone them down, or to dress their angular bony figures in such a way as to impart to them some suggestion of grace.

My visit quite dissipated the idea—which has so frequently been promulgated by certain sections of the press—that the time has come when the frock coat and silk hat would in future only be met with at the theatrical costumiers—for both were in evidence by the score, and as many of them appeared to be in regular wear, it seemed hardly necessary to have issued a Royal command to popularize them, for both appeared to be the standard articles of attire of a considerable proportion.

The Most Popular Coat.

The most popular coat was unquestionably the single-breasted morning coat. It was usually made of a dull-surfaced black or dark grey cloth and made to button one, two, or three, according to the taste of the wearer, and in most cases finished with plain edges and those soft rolling turns which are so notable a feature of London-made garments. These were worn in conjunction with the single-breasted no-collar vests, having long pointed corners and the bottom button usually left unfastened. Dark grey striped trousers of medium width completed the suit. Some of the best-dressed men in the House donned this style. A particularly smart morning coat with bound edges and pointed lapels was worn by Mr. Fred Hall, who also set off the neck of his new collar-vest with a white slip which gave an added touch of smartness to his appearance. He, however, was only one of the many attired in a similar way who were tailored to perfection.

The third style of garment which found favor was the lounge, and in their liking for this garment all parties of the House were agreed; for Liberals and Conservatives, Home Rulers and Unionists, Labor members and Socialists, all had representatives dressed in this easy style of jacket.

Mr. F. W. Jowett introduced a little brightness to the benches by his adoption of a light grey lounge suit, and in this respect he was followed, to a certain extent, by Mr. Arthur Henderson, who is certainly to be complimented on the general appearance of his mid-grey suit of the three-seamer pattern.

Other members wore this style, but popular as it was, it was not dressy enough to satisfy the majority; and it was with pleasure I observed many men wearing morning coats as above described, which for smartness and style are unsurpassed.

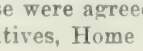
The Finishing Touch.

It has been suggested that fancy vests are a relic of the past, but I observed a small number of these, both on the Opposition benches and in other parts of the House, and it was in this particular garment that the signs of cheap and nasty factory manufacture were most clearly visible, though there were some that had doubtless emanated from good-class tailoring establishments. The best of these were made in the double-breasted style.

Another feature which calls for comment is the outside breast-pocket from which appeared the top of a white handkerchief. This was evidenced in the dress of Mr. Asquith, Mr. Lewis Harcourt, Mr. R. P. Houston, and several others. It was utilized on frock and morning coat, lounge and chester, and in each case added to the smartness of the appearance.

The white vest-slip was equally attractive, being worn by all the best-tailored men, not a few of whom had also donned spats, thus giving the finishing touch to a well-dressed man.

As I passed out through the lobby and gazed for a moment on the statues of Gladstone and Granville, both of whom are attired in frock coats of almost standard shape, I realized how slowly fashions in men's garments change, and that, after all, it was in the waistcoat and the overcoat that the greatest alterations had taken place. If it had not been for the introduction of the crease down the front of the trousers and the permanent turn-up at the bottom, the nether garment of to-day would not differ much in style from those worn by Beaconsfield and Bright; so that it was only when I passed into St. Stephen's Hall and stood before the statues of Pitt and Walpole that I realized to the full the advance that fashion had made since the last century was in its prime.



When we laugh at our troubles we lighten them. Troubles and smiles cannot chum together.

* * *

Politeness pays the biggest dividends. It is nature's free capital. Cultivate it.

Young men's and boys' clothing department, Lord & Taylor's store.

Novel Features in Men's Store

Barber's Shop, Manicuring Room and Place to Change to Evening Wear in Basement—All Parcels Down and Up on Dumb Waiters—Drawers for Ties—Lord & Taylor's Store.

New York, March 20.

THE men's furnishings departments of the new Lord & Taylor store, one of the most beautiful in the country, are located on the main floor and have a separate entrance. The equipment and selling arrangements in this section are quite in keeping with the rest of this palatial and splendidly planned establishment.

The provisions for the convenience of the customers seems almost endless. Rapid service is the motto. All goods bought are sent down on dumb waiters from the counters to the basement mezzanine and are returned promptly by the same means. This is a provision all over the store and avoids littering up the space within the counters, and frees the clerks from the delay of wrapping. Money transactions are facilitated by cash registers at each counter. Heavy plate glass covers the tops of the counters.

Below the furnishing department in the basement, are a barber shop and manicuring parlor. It is fitted out with the latest electrical applicances for shampooing and massaging. Next there is a suite of private dressing rooms where customers may change from business to evening wear. The former clothes are sent home without charge, if requested.

On the roof is a men's smoking room.

The completeness of the arrangements for the display of goods is a feature of this store. The fixtures and counters are of fine mahognay, inlaid with ebony. In the cases a special glass has been developed for lighting which cuts out the yellow rays and gives a pure white light, allowing colors to be matched readily.

Hundreds of open-front mahogany drawers are used for keeping neckwear. These are arranged so that the patterns and colors may be easily selected.

Bathrobes, dressing gowns, and similar goods are displayed in glass cabinets along the wall. The shirts are kept in drawers that are dust-proof, and also displayed in show cases, with vests, gloves, etc.

The clothing departments for the young men, boys and children are located at the rear of the fourth floor. The goods are kept in glass and mahogany cabinets five feet high, insuring no dust or creasing. A special feature will be made of English lines of clothing.

$100,000,000 a YEAR.

Marshall Field & Co., of Chicago, do, in the wholesale and retail business, a volume of approximately $100,000,000 a year. In the height of the holiday season, in their retail store, the number of employes runs as high as 12,000. The normal force in the retail during the past year has been between 8,000 and 9,000. In the wholesale, they regularly employ about 3,500 or 4,000 people. These include warehouses, barns, garages, etc., but do not include factories or foreign offices. Marshall Field & Co., have just completed for occupancy, within the next thirty to sixty days, 16 acres of floor space in connection with their retail business in Chicago, which will give them, when finished, approximately 62 acres of selling space.

A SQUARE DEAL.

In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair, square deal and beat him out on your merits.—Walter H. Coddingham.

Men's hosiery department, Lord & Taylor's Store.

Mail Order Houses and the Newspapers

Editorial Arouses a Great Deal of Discussion on Subject of Vital Importance to the Retail Merchant—Metropolitan Newspapers Circulated at Low Rate Carry Mail Order Advertising—A Word For the Trade Press.

SOME time ago an editorial appeared in this paper in which the statement was made that mail order interests held stock in certain metropolitan newspapers.

The editorial pointed out that the newspapers carried the advertising of the mail order houses to all section of the country and went on to say:

"The trade of these houses has grown enormously in these cities where these dailies circulate, but in the other cities and smaller places where there are good local newspapers, they have not made the same gains, because the local newspapers are well edited and are loyal to their local merchants and refuse to carry the advertising of the big city store. The only way in which the big dailies can make headway is by cutting their prices. They get $3 to $5 a year in Montreal, Toronto and Winnipeg, but sell in other cities at 50c. to $1 a year. This does not pay for the white paper on which these newspapers are printed, but the heavy deficits are made up by subsidies through big advertising contracts and in other ways, and by the low postal rates. The merchants and newspapers outside of these three big centres should get together and insist that no newspaper should have the privilege of the mails which has a lower subscription price outside than in the centre in which it is published or which sells at less than the cost of the paper used."

This editorial created a wide degree of interest. Not only have many retail merchants realized for the first time that the mail order menace has been fostered in this way, but the newspaper press of the country has become aroused. The newspaper published in the smaller city or town, with a circulation largely local, has a double interest in this matter. The invasion of the cut-rate metropolitan daily threatens the circulation of the local newspaper. But it does more than that. It carries mail order advertising broadcast and thus threatens the local merchant who is the mainstay of the local newspaper.

That this phase of the situation is being recognized, is evidenced by the comments which have appeared in the daily and weekly press.

The Port Elgin Times says, in part, under the caption, "Unfair to small retail merchants."

"The smaller retail merchants throughout the country are at an unfair disadvantage under the present postal arrangements. Because they are subsidized by the big mail order houses, some of the metropolitan dailies are selling their newspapers at outside points at a mere fraction of what the white paper costs. As these advertising sheets go through mails at newspaper rates, it simply means that the government is circulating the advertising literature of the big department stores practically free of charge. Already the mails are almost clogged with these advertising sheets and the situation is becoming steadily worse. The mail order dailies do not actually interfere with the circulation of local newspapers except setting an unfair standard of newspaper values. The unfairness is in a greater degree to the retailers. The effort of some local newspapers to give their town merchants a fair show by refusing to carry department store advertising is offset by the unfair advantage which the postal department gives to the 'dollar' dailies. We believe that the suggestion of Dry Goods Review that the big dailies be forced to charge the same subscription price in the country as in the city, would provide a proper and adequate remedy. This is a matter which should receive the serious attention of the retail merchants in their association."

This is typical of the attitude adopted by the newspapers throughout the country on this vitally important problem.

The Value of the Trade Papers.

It is also evident that the value of the trade press is fully recognized by the daily press. The one great object of the trade paper is to serve the best interests of the trade to which it applies, to work for the advancement of the merchant, to help him in his daily problems, to show him what others in his particular line of business are doing. It follows that the trade press has been a staunch advocate of the value of advertising for the merchant and has thereby influenced many to a course which has brought them increased business.

The good work of the trade press is eulogized in the St. Mary's Journal, as follows:

"Few people realize the value of good trade newspapers to the whole community. It is wrong to imagine that advertisements monopolize the columns of the average Canadian trade paper. Yet the advertisements alone are worth many times the subscription price to the progressive retailer. The trade paper not only contains valuable information in regard to prices and trade conditions, but it is the apostle of good merchandizing, the breeder of live ideas which make for prosperity in the communities in which it circulates. For instance in the advertising field, the trade journalist, who understands the science of advertising and appreciates its value, passes his ideas on to his readers. And he is doing more to educate the retailers of Canada to the value of judicious publicity than any other single agency."

COLORS IN CARDS

These samples of cards for Spring suits designed by R. C. Edwards, with the Robert Simpson Co., show a departure in the use of color in card-writing, the direct result of the rage for bright colors, first in women's wear, and later in men's ties and shirts. In the upper one is a panel worked in with the initial letter in mauve, and in the other a floral design also in colors. The bands across are a combination of gold and green. The display line, "Spring Suits," is lettered with a brush, and shaded in green.

This new vogue is likely to become popular.

DRY GOODS REVIEW BUYERS' DIRECTORY

Each manufacturer is entitled to classification under five heads, it being impossible on account of space to allow a more extended classification. Prompt notice should be given of any changes desired.

Artificial Flowers for Decoration.
L. Baumann & Co., 357 W. Chicago Ave., Chicago, Ill.
L. J. A. Derome, 35 Notre Dame St. W., Montreal, Que.
Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.
Canadian Flower Mfg. Co., 243 Bleury St., Montreal.

Accordion Plaitings.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto.

Burlaps.
The Dominion Oil Cloth Co., Montreal, Que.

Blankets.
Penmans, Limited, Paris, Ontario.
Fraser, Mather Co., Winnipeg, Man.
Miller & Porteous, Hollybush, Ayrshire, Scotland.
Wm. Laidlaw Cumledge Mills, Duns, Scotland.

Bathing Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Boy Scout Supplies.
Miller Mfg. Co., 251 Mutual St., Toronto.

Boys' Wash Suits.
Home & Watts, 19 Duncan St., Toronto, Ont.

Batting.
Robt. Henderson & Co., 181 McGill St., Montreal, Que.

Boxes, Fancy.
Hercules Boxes, Ltd., 400 Richmond W., Toronto.

Burlap (Dyed, Oil Coated and Sized).
Stauntons, Ltd., 934 Yonge St., Toronto.

Brassieres.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Buttons.
Forsyth Kimmel & Co., Berlin, Ont.
Moulton Mfg. Co., Montreal, Que.
Turret Button Co., 12 Westmoreland Place, City Road, London, N., Eng.
Ashton & Pulford, 22 Black Piccadilly, Manchester, Eng.

Buttons (covered).
Toronto Dress Plaiting Co., Toronto, Ont.
A. Weyerstall & Co., Toronto.

Boys' Clothing.
Jackson Mfg. Co., Clinton, Ont.

Belts, Ladies'.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Boot and Shoe Laces.
Walter Williams & Co., Montreal, Que.

Braids and Cords.
Moulton Mfg. Co., Montreal, Que.

Children's Dresses.
Home & Watts, 19 Duncan St., Toronto, Ont.
Flett, Lowndes & Co., Toronto.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Detroit Princess Mfg. Co., Detroit, Mich.

Correspondence Schools.
The Shaw Correspondence Schools, Yonge and Gerrard Sts., Toronto.
Economist Training School, 239 W. 39th St., New York, N.Y.

Cash Registers.
National Cash Register Co., 285 Yonge St., Toronto, Ont.

Cash and Parcel Carriers.
The Lamson Store Service Co., Boston, Mass., U.S.A.
Gipe-Hazard Store Service Co., 99 Ontario St., Toronto, Ont.

Cloth Charts.
A. E. Putnam Co., Washington, Iowa.

Caps.
Cooper Cap Co., Spadina Ave., Toronto, Ont.

Corsets.
H. & W. Co., 130 Fifth Ave., New York, N.Y.
Parisian Corset Co., Quebec, Que.
Voss & Stuffmann, Montreal, Que.

Cotton Threads and Crochet Balls.
Hicks, Bullick & Co., Belfast, Ireland.

Carpets.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.
Guelph Carpet Mills, Guelph, Ont.

Cutting and Wire Stapler Machines.
Walter Williams & Co., Montreal, Que.

Corset Covers.
F. G. Hayward Co., 77 York St., Toronto,

Cottons.
Greenshields, Limited, Montreal, Que.
The Dominion Textile Co., Montreal, Que.
Horrockses, Crewdson & Co., Manchester, Eng.

Cork Carpets.
The Dominion Oilcloth Co., Montreal, Que.

Cotton Yarns.
The Dominion Textile Co., Montreal, Que.

Cotton Blankets.
The Dominion Textile Co., Montreal, Que.

Collars (Waterproof).
Arlington Co., 54 Fraser Ave., Toronto,
Parsons & Parsons Canadian Co., Hamilton, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Chiffons.
Novelty Import Co., 76 Bay St., Toronto,
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Comforters.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Cushions.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Canvas Coat Fronts.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Cotton Linen and Elastic Laces.
Parisian Corset Co., Quebec, Que.

Corset Clasps and Sanitary Necessities.
Parisian Corset Co., Quebec, Que.

Coats (White).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Coats (Ladies').
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.

Clothing (Made-to-measure).
Crown Tailoring Co., College St., Toronto,
International Tailoring Co., 62 John St., Toronto, Ont.

Clothing (Duck and all Specialties).
Miller Mfg. Co., 251 Mutual St., Toronto,
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Dress Fabrics.
McIntyre Son & Co., Ltd., Montreal.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Law, Russell & Co., Ltd., Bradford, Eng.
Bradford Dyers Association, Bradford, Eng.

Dress Forms.
Delfosse & Co., Montreal, Que.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Hall-Borchert Dress Form Co., 41 Lombard St., Toronto, Ont.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Dresses.
Detroit Princess Mfg. Co., Detroit, Mich.
Rosebud Mfg. Co., 193-5 Mercer St., New York, N.Y.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Germain & Smith, Ltd., Montreal, Que.
Borgenicht, Kornreich & Co., 1115 Broadway, New York, N.Y.

Dress Shields.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

Dress Trimmings.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Smith D'Entremont Co., 1475 Queen W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.
The Moulton Mfg. Co., Ltd., Montreal,

Embroideries.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Sterling Lace & Novelty Co., Toronto, Ont.
Neuberger & Co., 124 Fifth Ave., New York, N.Y.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Embroidered Applique Letters.
Krantheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Flannellettes.
Horrockses, Crewsden & Co., Manchester, Eng.

Furs.
Sidney Blumenthal & Co., 395 Fourth Ave., New York, N.Y.
L. Gnaedinger, Son & Co., Montreal, Que.
Laberge Chevalier & Co., Ltd., Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Silver Bros. Co. "Furs," Ltd., Montreal, Que.

Furriers' Trimmings.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Furniture.
The Victoriaville Furniture Co., Victoriaville, Que.
B. Cohen & Sons, 1-19 Curtain Rd., London, Eng.

Frilling.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal, Que.

Flowers for Millinery.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Feathers.
Melles & Co., Montreal, Que.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Dominion Ostrich & Feather Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Debenham's, Ltd., Montreal and Toronto.
Strachan, Burden & Plaskett, 59 Wellington W., Toronto.
Vyse Sons Co., Montreal, Que.

Fancy Dry Goods.
Thompson Lace & Veiling Co., 76 Wellington St. W., Toronto.

Fringes.
Moulton Mfg. Co., Montreal, Que.

Gowns.
F. G. Hayward Manufacturing Co., 77 York St., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.

General Dry Goods.
McIntyre Son & Co., Ltd., Montreal, Que.
J. & N. Phillips & Co., Manchester, Eng.
Vassie & Co., Ltd., St. John, N.B.
Cook, Son & Co., London, Eng.
Debenhams, Ltd., Montreal and Toronto
A. Racine, Limited, Montreal, Que.
Hitchcock Williams & Co., St. Paul's Churchyard, London, Eng.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
John King & Son, Glasgow, Scotland.
McIntyre Son & Co., Ltd., Montreal, Que.

Gloves.
Perrin Frere & Cie., Montreal, Que.
Germain & Smith, Ltd., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Charles Perrin & Cie., 16 McGill College Ave., Montreal, Que.
McIntyre Son & Co., Ltd., Montreal.

Grass Carpet Rugs.
Crex Carpet Co., 377 Broadway, New York, N.Y.

Ginghams.
Wm. Anderson & Co., Ltd., Glasgow, Scotland.

Gloves (Working).
Durham Glove Co., Bowmanville, Ont.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Hose Supporters.
The Berlin Suspender Co., Berlin, Ont.
Faire Bros. Co., Leicester, Eng.
I. B. Kleinert Rubber Co., Wellington St. W., Toronto, Ont.
Parisian Corset Co., Quebec, Que.

House Furnishings.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Stonards, Limited, 7 Paternoster Bldgs., London, E.C., Eng.

Hosiery.
Chipman, Holton Knitting Co., Hamilton, Ont.
Penmans, Limited, Paris, Ont.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Mercury Mills, Limited, Hamilton, Ont.
"Craftaun."
Alfred Hawley & Co., Hinckley, Eng.
Perrin Frere & Cie., Montreal, Que.
Louis Hermsdorf, 235 W. 39th St., New York, N.Y.
Greenshields, Limited, Montreal, Que.
Goderich Knitting Co., Goderich, Ont.

McIntyre Son & Co., Ltd., Montreal, Que
Wreyford & Co., 85 King W., Toronto.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Handkerchiefs.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Silks Co., 58 Bay St., Toronto, Ont.

Hats and Caps.
Wreyford & Co., 85 King W., Toronto

Hooks and Eyes.
De Long Hook & Eye Co., St. Mary's, Ont.

Hair Goods.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Standard Hair Co., 111 Windsor St., Montreal.
Hibbert & Jaslow, 207 St. James St., Montreal.

Hair Nets.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Byard Mfg. Co., Nottingham, Eng.
Hibbert & Jaslow, 207 St. James St., Montreal.

House Coats.
Wreyford & Co., 85 King W., Toronto.

Hair Ornaments.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.
Smith D'Eutremont Co., 1475 Queen W., Toronto.

Hemstitching.
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Individual Names on Tape.
Colonial Weaving Co., Peterborough, Ont.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Infants Layettes.
Home & Watts, 19 Duncan St., Toronto, Ont.

Infants Novelties.
Rite Specialty Co., 35 W. 36th St., New York, N.Y.
Richard G. Krueger Co., 162 W. 21st St., New York, N.Y.

Indigos.
Franklin Mfg. Co., 260 Church St., New York, N.Y.

Knitted Goods.
Harvey Knitting Co., Woodstock, Ont.
Greenshields, Limited, Montreal, Que.
Zimmerman Mfg. Co., Hamilton, Ont.
The Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Galt Knitting Co., Galt, Ont.
C. Turnbull Co., Galt, Ont.
Goderich Knitting Co., Goderich, Ont.
Schofield Woollen Co., Oshawa, Ont.
Kingston Hosiery Co., Kingston, Ont.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
S. F. Gibson & Co., East Ham, London, Eng.
Dr. Jaeger's Sanitary Woollen System Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson & Co., Bathurst and Wellington Sts., Toronto.

Kimonas.
Kassab Kimona Co., St. Helen St., Montreal.

Knitting Wools.
Thos. Burnley & Sons, Nr. Leeds, Eng.

Linoleums.
The Dominion Oil Cloth Co., Montreal, Que.

Linings.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Bradford Dyers Association, 39 Well St., Bradford, Eng.

Linens.
Nisbet & Auld, 34 Wellington St. W., Toronto, Ont.
Wm. Liddell & Co., Belfast, Ireland.
Old Bleach Linen Co., Randalstown, Ireland.
R. H. Cosbie, Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.
John S. Brown & Son, Ltd., Belfast, Ireland.

McIntyre Son & Co., Ltd., Montreal, Que.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Novelty Import Co., 76 Bay St., Toronto.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.

Longcloths.
Horrockses, Crewsden & Co., Manchester, Eng.

Laces (Hand Made).
G. & S. Kassab & Co., Montreal, Que.

Laces.
Birkin & Co., Nottingham, Eng.
Klauber & Co., Broadway and 18th St., New York, N.Y.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Greenshields, Limited, Montreal, Que.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Sterling Lace & Novelty Co., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Tauber Bros. & Co., 67 St. James St., Montreal, Que.
Canada Veiling Co., 84 Wellington W., Toronto

Lighting System.
Canadian H. W. Johns-Manville Co., Flat Iron Bldg., New York, N.Y.

Leather Novelties.
P. W. Lambert & Co., 64 Lispenard St., New York, N.Y.
Julian Sale Leather Goods Co., King St. W., Toronto, Ont.

Lingerie.
Germain & Smith, Ltd., Montreal, Que.
Sperling & Lea, Herald Bldg., Montreal.

Ladies' Bust Forms.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Lace Curtains.
T. I. Birkin & Co., Nottingham, Eng.

Men's Furnishings.
John M. Garland Son & Co., Ottawa, Ont
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.

Men's Neckwear.
Pim Bros. & Co., William St., Dublin, Ireland.
Crescent Mfg. Co., Montreal, Que.
Fowke, Singer & Co., 7 Wellington St. W., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Ltd., Montreal, Que.
Tooke Bros., Ltd., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Mackinaws.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Mitts.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
Goderich Knitting Co., Goderich, Ont.

Malines.
John Heathcoat & Co., London, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.
Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Mesh Bags.
Hibbert & Jaslow, 207 St. James St., Montreal, Que.

Millinery.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Debenham's, Ltd., Montreal and Toronto.
Morris & Saward, 21-22 Castle St., London W., England.
Gage Bros. & Co., Chicago, Ill.
D. B. Fisk Co., 225 N. Wabash Ave., Chicago, Ill.
Melles & Co., 3 Cripplegate Bldg., Wood St., London, England.
Germain & Smith, Ltd., Montreal, Que.
D. McCall Co., Toronto, Ont.
Montreal Hat & Frame Co., Ltd., Montreal, Que.
Strachan, Burden & Plaskett, 59 Wellington St. W., Toronto, Ont.
Riegel & Langer, 319 Kings Hall, Montreal, Que.
Vyse Sons Co., Montreal, Que.

Maribou and Ostrich Stoles.
Germain & Smith, Ltd., Montreal, Que.

Motor Coats (Men's Cotton and Linen).
Miller Mfg. Co., Toronto, Ont.

Motor Coats.
National Rubber Co., Montreal, Que.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Motor Scarfs.
S. F. Gibson & Co., East Ham, London, Eng.

Moquettes.
Otto T. E. Velt & Co., 64 Wellington St. W., Toronto, Ont.

Matting.
Otto T. E. Velt & Co., 64 Wellington St. W., Toronto, Ont.

Nets.
T. I. Birkin & Co., Nottingham, Eng.
Novelty Import Co., 76 Bay St., Toronto, Ont.

Thompson Lace & Veiling Co., 59 Wellington W., Toronto.
Canada Veiling Co., 84 Wellington W., Toronto.

Narrow Fabrics (Cotton, Linen, Silk).
Walter Williams & Co., Montreal, Que.

Neckwear (Ladies').
Ladies' Wear, Ltd., 84 Wellington St. W., Toronto, Ont.
Voss & Stuffmann, Montreal, Que.
Sterling Lace & Novelty Co., Toronto, Ont.
The Moulton Mfg. Co., Ltd., Montreal,

Oil Cloths.
The Dominion Oil Cloth Co., Montreal, Que.

Office Systems.
Copeland-Chatterson Co., Kent Bldg., Toronto, Ont.

Ostrich Feathers.
S. E. Porter & Co., Montreal, Que.

Overalls.
Robert C. Wilkins Co., Farnham, Que.
Hamilton Carhartt Mfg., Ltd., 535 Queen E., Toronto, Ont.

Ornaments (Silk).
Moulton Mfg. Co., Montreal, Que.

Printed Cottons.
The Dominion Textile Co., Montreal, Que.

Patterns.
Home Pattern Co., New York, N.Y.
The McCall Co., 236 W. 37th St., New York, N.Y.
The Butterick Publishing Co., Butterick Bldg., New York, N.Y.
New Idea Pattern Co., 70 Bay Street, Toronto.

Pads.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Plated Jewelry.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.
Hibbert & Jaslow, 207 St. James St., Montreal.

Pin Tickets.
Copp, Clark Co., 517 Wellington St. W., Toronto, Ont.

Pillows.
Canadian Carpet & Comforter Mfg. Co., Toronto, Ont.

Quilts.
Jonathan Dearden & Co., 11-13 Bridgewater Place, Manchester, Eng.

Ready-to-Wear.
Greenshields, Ltd., Montreal, Que.

Raincoats.
H. E. Davis & Co., Montreal.
C. Kenyon Co., 23rd St. and Fifth Ave., New York, N.Y.
The Cravenette Co., Ltd., Well St., Bradford, Eng.
National Rubber Co., Ltd., Montreal, Que.
Scottish Rubber Co., Montreal.
Canadian Consolidated Rubber Co., Ltd., Montreal.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.

Ribbons.
W. H. Barry & Co., Montreal.
Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.
Belding Paul Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Rugs (Wilton).
Otto T. E. Velt & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Axminster).
Otto T. E. Velt & Co., 64 Wellington St. W., Toronto, Ont.

Rugs (Velvet).
Otto T. E. Velt & Co., 64 Wellington St W., Toronto, Ont.

Rugs (Oriental).
L. Babayan & Co., Bay St., Toronto, Ont.

Suspenders.
Berlin Suspender Co., Berlin, Ont.
S. E. Porter & Co., Montreal, Que.
Halls, Limited, Brockville, Ont.

Spool Silks (For Manufacturers' Use).
Walter Williams & Co., Montreal, Que.

Staple Dry Goods.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.

Smallwares.
W. R. Brock Co., Bay and Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.
Greenshields, Limited, Montreal, Que.
Ideal Hair Goods Co., 77 York St., Toronto, Ont.

Store Fixtures.
Jones Bros. & Co., 31 Adelaide St. W., Toronto, Ont.
Clatworthy & Son, King St. W., Toronto.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N.Y.
B. Brager, 49 Crosby St., New York, N.Y.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.

Taylor Mfg. Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Berlin, Ont.
H. L. Wood & Co., Noble and Strickland Streets, Toronto, Ont.
Royal Display Fixture Co., 812 Broadway, New York, N. Y.

Store Fronts.
The Consolidated Plate Glass Co., 241 Spadina Ave., Toronto, Ont.
The Kawneer Mfg. Co., Niles, Mich.
Zouri Drawn Metals Co., 221 West Schiller St., Chicago.

Sweatercoats.
Penmans, Limited, Paris, Ontario.
Reliance Knitting Co., King and Bathurst Sts., Toronto, Ont.
Pride of the West Knitting Co., Vancouver, B.C.
Monarch Knitting Co., Dunnville, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Sanitas Wall Covering.
Stauntons, Ltd., 934 Yonge St., Toronto.

Skirts.
W. H. Wright & Co., 433 Queen St. W., Toronto, Ont.
The Clayson Co., 280 College St., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Skirt Banding.
Colonial Weaving Co., Peterborough, Ont.

Silk Nets.
John Heathcoat & Co., London, Eng.

Show Cases.
Delfosse & Co., Montreal, Que.
Grand Rapids Show Case Co., Grand Rapids, Mich.
H. L. Wood & Co., Noble and Strickland Sts., Toronto.

Shoe Buckles.
Smith D'Entremont Co., 1475 Queen W., Toronto.

Skein Dyeing.
Narrow Fabric Weaving & Dyeing Co., Galt, Ont.

Sashes.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.

Silk Ornaments.
Moulton Mfg. Co., Montreal, Que.

Skirts (Plaited).
Toronto Dress Plaiting Co., 600 Yonge St., Toronto, Ont.

Scarfs.
Novelty Import Co., 76 Bay St., Toronto,

Shirts (Soft).
Robert C. Wilkins Co., Farnham, Que.

Summer Clothing.
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., 251 Mutual St., Toronto

Silks.
Debenhams, Ltd., Montreal and Toronto.
Belding, Paul, Corticelli Co., Montreal, Que.
Silks Co., 58 Bay St., Toronto, Ont.

Silk Woven Labels.
Colonial Weaving Co., Peterborough, Ont.

Suits.
Patrician Cloak & Suit Co., Samuels Bldg., Toronto, Ont.
The Clayson Co., 280 College St., To-Ave., Toronto, Ont.

Scout Suits.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Shirts.
Tooke Bros., Montreal, Que.
Crescent Mfg. Co., Montreal, Que.
Deacon Shirt Co., Belleville, Ont.
Regent Shirt Co., Notre Dame St. W., Montreal, Que.
Wreyford & Co., 85 King W., Toronto.
Defiance Mfg. Co., College and Bathurst Sts., Toronto.

Toques.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
R. M. Ballantyne, Ltd., Stratford, Ont.
A. Burritt & Co., Mitchell, Ontario.

Tailors' Trimmings.
Toronto Pad Co., 569 Queen St. W., Toronto, Ont.

Tweeds.
Greenshields, Limited, Montreal, Que.

Tassels.
Moulton Mfg. Co., Montreal, Que.
Ashton & Pulford, 22 Back Piccadilly, Manchester, England.

Trousers (Duck).
Robert C. Wilkins Co., Farnham, Que.
Miller Mfg. Co., Toronto, Ont.

Thread (Silk).
Belding Paul Corticelli Co., Montreal, Que.

Thread (Linen, Carpet, Machine).
Walter Williams & Co., Montreal, Que.

Underwear.
S. Lennard & Sons, Dundas, Ontario.
Penmans, Limited, Paris, Ont.
Mercury Mills, Limited, Hamilton, Ont.
Reliance Knitting Co., King & Bathurst Sts., Toronto, Ont.
G. Brettle & Co., London, Eng.
Zimmerman Manufacturing Co., Hamilton, Ont.
Humphrey's Unshrinkable Underwear, Limited, Moncton, N.B.
C. Turnbull Co., Galt, Ont.
Harvey Knitting Co., Woodstock, Ont.
Kingston Hosiery Co., Kingston, Ont.
McIntyre Son & Co., Ltd., Montreal, Que
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.
F. W. Robinson, Ltd., Bathurst and Wellington Sts., Toronto.

Umbrellas and Parasols.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Brophey Umbrella Co., King and Duncan Sts., Toronto.

Vacuum Cleaners.
Clements Mfg. Co., Duchess St., Toronto.
Onward Mfg. Co., Berlin, Ont.

Veilings.
Canada Veiling Co., Toronto.
John Heathcoat & Co., London, Eng.
Thompson Lace & Veiling Co., 59 Wellington St. W., Toronto, Ont.
Novelty Import Co., 76 Bay St. Bay St., Toronto, Ont.

Velveteens.
J. & J. M. Worrall, Limited, Manchester, Eng.
"Louis," 57 Newton St., Manchester, Eng.

Velvets.
The Continental Mfrs. Syndicate, 77 York St., Toronto, Ont.

Wholesale Carpets, Oil Cloths and Linoleums.
John M. Garland Son & Co., Ottawa, Ont.

Women's Outer & Under Garments.
W. R. Brock Co., Bay & Wellington Sts., Toronto, Ont.
W. R. Brock Co., Notre Dame St. W., Montreal, Que.

Wholesale Woollens and Trimmings.
John M. Garland Son & Co., Ottawa, Ont.

Wax Figures.
Dale & Pearsall, 106 Front St. E., Toronto, Ont.
Delfosse & Co., Montreal, Que.
A. S. Richardson Co., 99 Ontario St., Toronto, Ont.
J. R. Palmenberg's Sons, 710 Broadway, New York, N. Y., U. S. A.

Wholesale Smallwares and Fancy Goods.
John M. Garland, Son & Co., Ottawa, Ont

Wholesale Merchant Tailors.
Wm. H. Leishman & Co., 119 Adelaide St. W., Toronto, Ont.

Wholesale Drygoods.
John M. Garland Son & Co., Ottawa, Ont.

Whitewear.
F. G. Hayward Mfg. Co., 77 York St., Toronto, Ont.
Star Whitewear Mfg. Co., Berlin, Ont.
Diamond Whitewear Co., Three Rivers, Que.
Sperling & Lea, Herald Bldg., Montreal.

Waists.
Star Whitewear Mfg. Co., Berlin, Ont.
R. D. Fairbairn Co., 105 Simcoe St., Toronto, Ont.
Sperling & Lea, Herald Bldg., Montreal.
Meyer Mfg. Co., Toronto, Ont.
Ladies' Wear, Limited, 84 Wellington St. W., Toronto, Ont.
Marcus Roman, Jacobs Bldg., Montreal.

Wall Paper Display Racks.
The Onward Mfg. Co., Berlin, Ont.

Wardrobes.
Grand Rapids Show Case Co., Grand Rapids, Mich., U. S. A.

Window Shade Paper.
Stauntons, Ltd., 934 Yonge St., Toronto.

Wool Underwear, Men's.
Thos. Waterhouse & Co., Ingersoll, Ont.
Schofield Woollen Co., Oshawa, Ont.
Dr. Jaeger Co., Ltd., 243-5 Bleury St., Montreal, Que.

Woven Labels.
Colonial Weaving Co., Peterborough, Ont.
Narrow Fabric Weaving & Dyeing Co., Limited, Galt, Ont.

Woven Labels for Garments.
Krautheimer & Co., 20 Edmund Pl., Aldersgate St., London, E.C., Eng.

Wallpaper.
Stauntons, Limited, 944 Yonge Street, Toronto, Ont.
The Watson Foster Co., Montreal, Que.

IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

SPECIALIZING ON FURS.

Silver Bros. Co., "Furs" Limited, is the name of a new company recently formed in Montreal with offices and factory in the Sommer Building. They intend to specialize in the manufacture of high-class coats and small furs for women, from such pelts as mink, skunk, fox, wolf, beaver, Hudson seal, near seal and muskrat.

They are convinced that the trade will appreciate a specialized service such as they intend to give and that buyers of furs will be quick to see the advantage of securing new smart garments made in the latest and most approved styles. A skilled designer has been secured who is thoroughly familiar with both German and American methods of fur manufacture, and who is prepared to turn out snappy styles modeled after the latest interpretation of the experts in the best style centres. Representatives of the new firm are now on the road with samples and intending buyers should see this new range.

ALL YARNS QUOTED HIGHER.

A cable from London says:—Market buoyant; big week's business, with wool still dominating. Everything in active demand. Most descriptions of tops one to two cents up on both English and Colonial. America is buying freely of English and Colonial wool, merino crossbred tops, some Botany yarns, noils, soft wastes and mohairs. Ten per cent, rise in London expected. All yarns quoted higher.

GOOD YEAR FOR PENMANS.

At the annual meeting of the shareholders of Penman's, Limited, in Montreal, D. Morrice, who has acted as president since the organization of the company in 1906, resigned from the presidency and C. B. Gordon was elected president. R. B. Morrice succeeds Mr. Gordon as vice-president. Wm. McMaster was elected to fill the vacancy on the board caused by the resignation of E. B. Greenshields.

The financial statement for the year ending December 31st is considered very satisfactory in view of the general slackness in business during the past year.

Mr. Morrice, who presided, stated that notwithstanding the fact that trading in many of their industries had been somewhat curtailed during the year just closed, their business had more than maintained its usual volume.

Profits for the year amounted to $444,053, inclusive of all expenses of administration, and after providing for bond interest, bad debts written off and machinery scrapped, the net profits amount to $325,900, an increase of $38,-684. From this the usual quarterly dividends on the preferred and common stock have been distributed. The reserve account has also been augmented by $100,000, which now stands at $600,000.

The balance at credit of profit and loss account amounts to $525,483.

A partial view of the new showroo ms of Walter H. Barry & Co., ribbon importers, Montreal, showing a display of some of the new Spring fancy ribbons.

A BIG EQUIPMENT ORDER.

The Kaufman-Baer Co. of Pittsburgh, Pa., has placed its equipment order for the new establishment there. This is said to be one of the largest given. An interesting thing about the specifications is that all the metal parts of the movable display devices are in the same finish as the permanent fixtures, so that a new copper bronze tone will predominate.

It is expected that wax will be extensively featured in forthcoming windows. This is in line with what has recently been done by Marshall Field, Macy and other large concerns with master decorators. That Palmenberg, of New York, will supply all the wax in addition to the display fixtures means that an American manufacturer is favorel over his French rivals, for there has recently been very sharp competition between Paris and Manhattan. This evidences a decided tendency in favor of the American market.

It seems, too, that the order for the metal parts of the equipment calls for the finest in material and construction, which is significant of the growing interest in merchandise decoration. The disposition among the big, successful department stores is to supply the display management with everything necessary to obtain the best results.

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PATENTED IN CANADA
OLUS
REG. CAN. PAT. OFF.

The New Idea in Men's Wear

SHIRT AND DRAWERS IN ONE GARMENT

Olus for Spring

The truly wonderful sale which Olus shirts and underwear have already had in the trade indicate that 1914 will see this practical idea firmly established as a staple garment.

Get these features in your mind—they sell the goods:—

Olus is the first and only one-piece garment which is coat-cut and having an absolutely closed front and closed back. Olus slips on like a coat and is so designed that it does not bind or draw at any point.

Olus will be advertised from coast to coast for the Spring trade. We will gladly send to dealers handling Olus, cuts for local advertising, and attractive showcards on request.

There will be a big rush for Olus as soon as the warm weather arrives—We advise all dealers who have not already taken up Olus to get in touch with their wholesalers.

The Canadian Converters' Co. Limited.
Montreal

High-class tailors to the trade

FALL and WINTER MODELS READY

New Fall Styles

The height which the modern tailoring art has attained is exemplified in the Fall and Winter showing of our Fine Tailored Clothes for men.

Finest Range of Woollens

Our new range of woollens is the finest ever offered to the merchants of Canada. It represents the best produced in either the domestic or foreign market.

Inspect Range Early

Our representatives are now on the road showing the finest range of Fall and Winter models ever shown the Canadian trade. Make an effort to see them.

Special Order Department

Merchants who use this department are building up big business with minimum outlay. It enables them to cater to the tailor-made man with satisfaction.

Spring and Summer Business

During the Spring and Summer you can bring our Special Order Department to your aid in increasing your service and revenue.

Ask for Full Particulars

Write to-day for full particulars of our proposition and find out if the agency for your town is taken.

Wm. H. Leishman & Co., Limited

CANADA'S BEST TAILORS TO THE TRADE

119 Adelaide St. W., Toronto

Makers of the Best Tailored Garments for Men

MEN'S WEAR REVIEW.

APRIL : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

APRIL, MAY AND JUNE

ARE THE MONTHS WHEN YOU
HAVE THE BIGGEST CALL FOR

Light City Rubbers

EXAMINE YOUR STOCK OF

DOMINION

SPECIALTIES

AND SEND US YOUR SORTING ORDER

CANADIAN CONSOLIDATED RUBBER CO., LIMITED
MONTREAL

28 Branches Throughout Canada

The Workingman's Protection

and Yours

There's only one flag, one Union Label, one glove label for the protection of the Canadian workingman. Everyone gives ample protection to his interests and incidentally to yours.

Carhartt Gloves

are Carhartt Gloves only when they bear the union and Carhartt labels. They both ensure him a square deal and dollar for dollar value for his time and his hard-earned money.

Carhartt Gloves, on account of their one-piece reinforcements, as shown in the illustration, give double the wear of the ordinary kind. They are well made, sewed with the best waxed thread and perfect fitting.

They give absolute satisfaction.

We guarantee every pair.

Try out our approval assortment of **gloves** and **overall uniforms** for sixty days. What you don't sell or need, return at our expense after sixty days' trial.

A card will bring it. Write to-day.

Hamilton Carhartt, Manufacturer, Ltd.

TORONTO VANCOUVER

The premier order-to-measure *tailoring house of Canada*

Crown Tailoring Clothes are supreme where well-dressed men congregate

DO you wish your store to be spoken of as the place to get well-fitting clothes, clothes that are perfect in every detail, and the latest styles? Most enterprising merchants want just such a reputation. It means greater patronage of this class for your entire store. That is just the kind of business the **Crown Tailoring Service** will bring to you. We guarantee to fit every man, big or small, stout or slim, making him a satisfied customer. You should make immediate enquiry about this service. The agency for your district may not be allotted yet.

The outfit consists of the latest books of samples, measuring equipment, style charts, signs and complete instructions.

No money to be invested on your part—you send in orders and leave the worry to us.

The workmanship we put into the garments is of the highest standard. **Write for fuller particulars.**

OUR NEW HOME

The Crown Tailoring Co., Limited

533 College Street

TORONTO

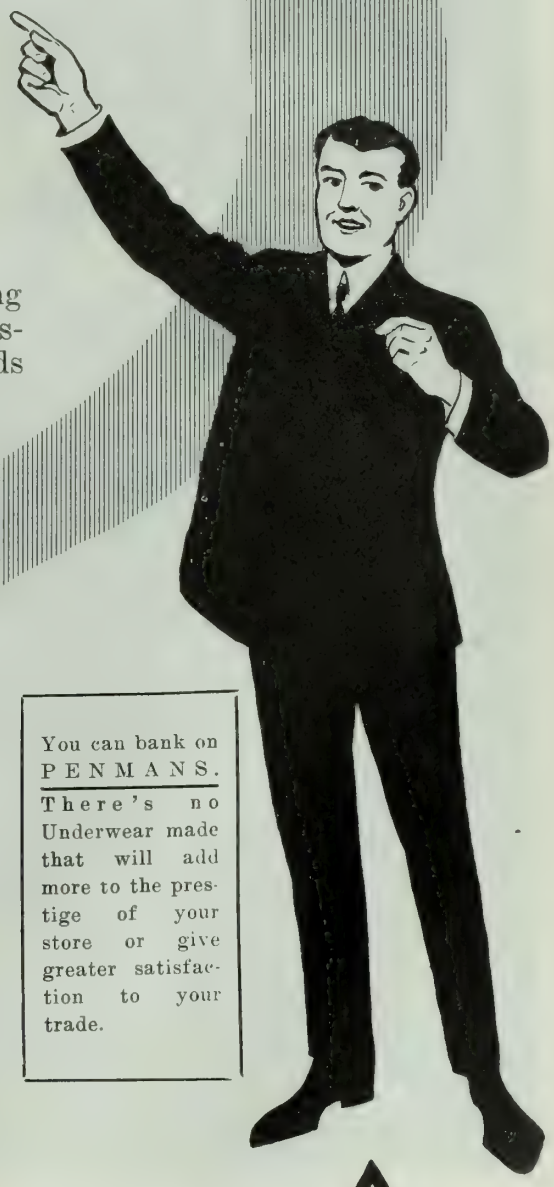
The Question Is

What Kind of Underwear will Your Customers ask for ?

The answer is—Penmans—

But--Why Penmans ?

Because—**Penmans** Underwear is well-known (both by reputation and actual use) and its wide field of acquaintance is constantly being extended by real live advertising which is read by thousands of men and women—every day—Men and women who will be sure to ask for



Penmans

UNDERWEAR

So, by promptly furnishing your customers with what they want, you prevent them from going to competitor's store.

Penmans Underwear — for Men, Women and Children—is made with scientific accuracy—knit from the best selected materials, assuring style, fit, comfort and utter satisfaction.

Penmans Limited
Paris Canada

You can bank on PENMANS. There's no Underwear made that will add more to the prestige of your store or give greater satisfaction to your trade.

Penmans Underwear

pen Angle WARRANTED HIGH PENMAN'S GRADE KNIT GOODS

Radium

This Window Card is one of a series we are sending out to retailers who sell Radium Hosiery. Its appearance, full size (13 x 20), is strikingly handsome. It introduces an attractive touch as part of a window trim or placed on the counter. Its direct purpose is to form a connecting link between the dealer's store and our advertising. Thus the inquiry, "Where can I buy Radium Hosiery? started by the advertising, is answered by the card in your window. Write for these new window cards, also cuts for use in your local newspapers. A postcard will bring them.

PERRIN FRERES & CIE., *Wholesale Distributers*, MONTREAL

We have taken space in a list of papers covering your locality in order to send customers to your counters for *Radium* Hosiery

EVERY day Radium advertising is reaching a combined circulation of 457,777 people. Every day this advertising is speaking to an audience large enough to fill Massey Hall, Toronto, 125 times over.

And this steady, persistent-sales influence is benefiting every dealer who sells Radium Hosiery.

Apart from any consideration of advertising, Radium Hosiery should have a place on the shelves of every dealer who makes an effort to buy and sell goods he can honestly recommend.

For customers whose expenditure is limited, as well as for those to whom price is a matter of no consideration, wide scope for selection is given in the complete Radium line.

Radium Hosiery comes in lisle, silk mixtures and silk for men and women, to retail at 50c. and up. It is well made—*good looking.* It is strong—*serviceable.* It has reinforced soles. Heels and toes are reinforced *four times* to resist wear and washing.

Four times reinforced at heel and toe! Remember that—it will help you to sell them. Most hosiery, you will find, is only double thickness at these points. That's one reason why stores find it easy to sell Radium Hosiery. It has special features that commend it to people who, particular always, are doubly so when it comes to buying lisle or silk hosiery.

If you're not handling Radium Hosiery now—stock up with a sample assortment and see how quickly it makes good on the advertising we are doing.

Perrin Frères & Cie.

Wholesale Distributers

Montreal

A Window Display Suggestion

Here's an idea for a window trim both novel and simple. Clear an entire window of the samples generally shown and cover the back and floor of the window space with white muslin. In the centre put one pair of Radium Hosiery of the smallest women's size on a light fixture. Some appropriate legend, such as the following, may appear behind the pair:

"For the daintiest feet in town."

Or, if preferred, the window card might be dispensed with. While window space is too valuable to let such a display remain long, its contrast and oddity would probably be worth more in publicity than the average. The very contrast would help even the displays that followed.

How Winnipeg is Setting Pace for Men's Furnishers

THIS store at the corner of Portage Ave. and Carlton street, Winnipeg, named "The Clothes Shop," is one of the handsomest and best equipped men's wear stores in all Canada. The show window space measures 50 feet on Portage and 125 on Carlton, with ten separate spaces. The floor space is nearly 7,000 square feet. The woodwork is of mission oak, and instead of counters there are 147 feet of silent salesmen with plate glass tops. The hat and cap fixtures on the left measure 102 feet. The furnishings are carried in specially made linen cupboard stock boxes of buff color.

In the centre is the clothing, arranged in oxidized fixtures, 4½ feet by 8 feet, with oak tops. These run in three rows the entire length of the store.

At the rear are overcoats and fur coats in oak top fixtures.

Just inside the store is a large glass wardrobe, 10 feet long, 8 high and 6 wide, for dress suits, tuxedos, morning coats and frock suits.

The walls are of green tint and the ceiling of white. Around many of the pillars are mirrors which aid in the trying on of clothing.

MEN'S WEAR SECTION

Men's Store With 147 Feet of Show Cases and 100-Foot Hat Cabinet

Elaborate Equipment of "The Clothes Shop," of Winnipeg—Glass Wardrobe for Evening Wear—Ten Show Windows—A Rapid Growth.

By a Staff Correspondent.

Winnipeg, April 14.

THERE was a time when Winnipeg was a frontier town, when men did not wear frock coats, tuxedos, and dress suits; but of recent years the Westerner has discarded his rougher garb, and is now as fastidious in respect to clothes as are the men of the larger metropolitan cities of the East —and there are only two such in Canada. To take care of the better class of trade new and higher class stores have become necessary, and the following is a description of one of the newest and best clothing stores in Winnipeg.

"The Clothes Shop" opened for business in December, 1912, at the corner of Portage avenue and Carlton street, and thus occupies one of the most commanding business situations in the city. The show window space occupies 50 feet frontage on Portage avenue, and 125 ft. on Carlton street. Thus the floor space is about 7,000 square feet. There are three entrances, two on Portage avenue, and one at the rear of the store on Carlton street.

147 Feet of Silent Salesmen.

The woodwork in the store is finished in mission oak. There are no counters; instead there are 147 feet of silent salesmen placed along the entire furnishing side of the store. The furnishings are carried in specially made linen cupboard stockboxes, of buff color, which harmonize with the wood trimmings of the store. On the left hand side is a hat and cap fixture, measuring 102 feet in length, which is probably one of the longest and most complete hat fixtures in America.

The centre of the store is devoted entirely to the display of clothing, as the accompanying illustration shows. The clothing is arranged on oxidized fixtures, 4½ feet high by 8 feet long, covered with an oak top, giving each individual rack the appearance of a wardrobe. These wardrobes run in three rows throughout the entire length of the store.

The rear of the store is used for the display of overcoats and fur coats. The fixtures which contain these are also covered with an oak top. The tops of all these wardrobes are utilized for decorating purposes, and are lightly trimmed, never being used for stock.

Glass Wardrobe for Dress Clothes.

Immediately inside the store, between the two Portage avenue entrances, which this picture does not show, there is a large glass wardrobe, ten feet long, eight feet high, and six feet wide. It is used for the display of dress suits, tuxedos, morning coats and frock suits. This wardrobe, with its large display of these ultra garments, makes one of the finest attractions in the store.

Semi-finished Garments.

The lines carried by "The Clothes Shop" are selected for the best trade. The clothes are all labelled "Clothes Shop Clothes," and the garments are made sepcially for this store. They come in the semi-finished way, and are altered and finished to fit the purchaser. The minimum price at which clothes are retailed is $15, and run up to $45.

The hat department is one of the largest and most complete in America. English makes predominate, while many American styles are also carried. Caps, which are carried in drawers underneath the hat fixtures, come from the leading makers of English, American and Canadian designs.

Extreme Sizes Carried.

The men's furnishing department is one of the largest in Western Canada. Every reliable and popular make of shirts, underwear, neckwear, and gloves, is carried in this store, special attention being given to the carrying of extreme small and extreme large sizes.

In the little accessories to men's wear, the stock is complete with latest fashionable requisites in demand. Men's furnishings are liberally displayed, and with the extensive show case facilities, every line in this department is well represented.

The office occupies the space immediately in the rear of the hat fixture, which can be noticed in the accompanying illustration. It is spacious, and gives a full view of the entire store. The space immediately under the office is used by the window trimmer and card writer of the store, where he does his work and keeps his stock of fixtures and decorations. A cash system is used and the stations are distributed at advantageous points throughout the store.

The walls are of a green tint; and the ceiling is white. There are several pillars throughout the store. These are mirrored, eight feet high, with bevelled plate glass. These mirrors are scattered throughout the entire clothing department, with the advantage that when the individual is trying on clothes, whichever way he turns, he is able to see himself at all angles.

The store is extremely well lighted on account of the exceptionally high ceiling, the prism lights which extend the entire frontages of both streets, making it so.

Ten Show Windows.

There are ten individual show windows, and the trimming of these requires the entire attention of a professional trimmer. All the windows are re-trimmed twice a week, and some of the more prominent show windows are re-dressed four and sometimes five times a week.

(Continued on page 59.)

Half His Summer Hats Sold Before Summer

St. Catharines Merchant Gets Customers to Pick Out Hat After Easter and Keeps All Displayed and Named in Glass Cases—Aims to be First in Some Line of Ties, Shirts, Hats, Etc.—Clothing and Shoes by Different Proprietors.

By a Staff Correspondent

Scene: Biggs' men's furnishings store in St. Catharines.

Time: Any day after Easter, 1914.

Dramatis Personae—Mr. Biggs, the proprietor, and a customer who has bought a shirt or tie.

MR. BIGGS: "Of course, Mr. ———, you are not thinking of your Summer straw yet, but how would you like to look over our stock?"

Customer, with a surprised laugh: "Summer hats! Why, my dear fellow, it's only the middle of April; I'm even wearing my scarf yet and haven't thought of taking my heavy unders off yet."

Mr. Biggs: "Don't think I'm suggesting you buy now. Not at all. It was only a little idea of my own to have you look over my samples, and if you see anything——"

Customer (laughing): "Yes, I know. If I see anything I want, you'll just send it home. Why my wife would think I was crazy—rushing the season. No, first of June's early enough for me."

Mr. Biggs: "No, I wouldn't think of such a thing. I'll tell you just what my idea was. It was simply to give you a chance, as one of my old customers to look over all the new stuff, and I would lay aside anything that took your fancy and whenever you feel you would like a straw, just call in and if this one still suits, why it will be all ready for you. We don't ask any deposit: we don't even expect you to take it when the time comes if you don't like it. Take anything you prefer that's here then; it will make no difference. The whole thing is, just let us know now if we have one in our new samples that strikes your fancy. First choice is always biggest—if not best—you know."

A Good Stunt, That.

Customer: "Why if that's all, sure I'll try it. Good stunt that too, after all. Gives us a chance on the new things before they're half sold out. Ah, here's something looks like my style. Yes, that about does it. Fits well, too. Now, if you really don't mind, you might set it aside for me, and I'll look you up, say the last week of May or so. And you really don't want a deposit?"

Mr. Biggs: "Not a cent, Mr. ———. We know you too well for that, and it will be only a pleasure for us to keep it for you. And remember, we don't expect you to take it even in June if something else we have appeals to you more."

Customer: "Thanks very much. Good idea that of yours. Yes, indeed. Well, good day, and thanks very much."

* * *

The time is two weeks later. The scene is still in the Biggs store, but slightly changed. A silent salesman that before held ties, now holds paper bags with the Biggs monogram on each, and, a name and address also.

Customer: "Hello there, Biggs; getting ready for your delivery boy? Funny place to pile your parcels, isn't it?"

Mr. Biggs, with a laugh: "There's a delay card on each of these. We don't deliver them until straw hat time."

Customer: "What! You don't mean all those are straw hats! And bought already? Nonsense, man. You're just sticking those names on for fun."

Mr. Biggs: "Not exactly 'bought,' but most of them as good as that. They are really straws some of our customers have picked out in advance. Then they wont need to bother later. They just come in and if the hat still suits, why it's all ready to send up. No danger then of our being out of a certain style."

Customer: "Not bad either. (Leaning over and reading.) Huh! So ——— has his; and there's Harry ———. And Tom ———. Ha, ha! In lots of time. (Picks out names of friends here and there, and gets interested.) Well, got any left? Perhaps you'd better let me take a look, too. By the way what's the cost? Nothing now? Huh, quite an idea. And it certainly works, eh?"

* * *

One week later. The interior of the store has been altered by a big pile of hat bags on the ledge along the wall. These all contain names and addresses also, as well as two full show cases.

* * *

That was how Mr. Biggs sold half his straw hats last Spring before a single person in St. Catharines was wearing hats on the street.

That is how he proposes to sell more than half his straw hats this year.

The Review representative, in calling on him just before Easter, was curious.

"Did many leave the chosen hat on your hands?"

"Only three," was the surprising response.

"And did most of them take finally the hat they had chosen a couple of months before?"

"Nearly every one. A few saw something in the store they liked better, but only a few. As a rule our early stock was far more complete than later on, and carried almost every sample we had at the later date."

Mr. Bigg's idea in displaying the hats already done up in the parcels is, of course, to secure the publicity through the interest created in the rather unusual sight. It is good advertising and at once suggests to the man who sees it to go and do likewise.

"You will find that when a man has been treated that way he'll say later on 'He's a fine fellow; we can't pass him up.' As a rule they will come back and say 'We want that hat.' So I go to the case—or two cases as we had last year—pick it out and say, 'Here's your hat.'"

Some Good Ideas for Selling

Mr. Biggs has some definite theories on tie and shirt salesmanship that he has found making good in his business.

"Are you touching pinks this Spring?" The Review asked him.

"None except two or three I had over. I bought none for this Spring and don't intend to. I handled them when they were new last Fall and did well. Now that every one is handling them I back out and take something else. Then if one shows a window of pink shirts people will say "Oh, we saw those in Biggs' window last Fall.' For when I got them in new I put in a solid window of pinks."

After the Novelties First.

Mr. Biggs works on this principle in regard to new goods, "Grab on to every novelty you can get first." Drop it when others start, and take up something else, is a continuation of his practice.

In ties he has an arrangement with some jobbers and manufacturers to send him along anything new that looks like a good seller, without waiting for the formality of an order. Thus he is able to show many a novelty.

Just now he is featuring that high crowned line of hats, five inches high, that is a change from the usual run. In shirts he is showing cross-stripes chiefly in blues, tans and mauves. Months ago he showed the "mushroom" shirt and made a number of sales, but has found that the difficulty of laundering slackened the demand and he fell back upon the more simple "thousand-pleated."

Higher Priced Underwear First.

In underwear Mr. Biggs keeps all suits of one size together, running from $1.25 to $2.50.

"I find one must be careful in offering a man a cheap suit. He may be accustomed to paying a good price and will feel offended. On the other hand a man may not be able to afford the higher price underwear, but will feel all the better for the "mistake" of the merchant.

One-price Tie Sale.

In his tie and other sales Mr. Biggs believes in having a one-price sale.

"We usually make it a 29-cent sale of ties and 74-cent sale of shirts. We limit it to the one price and would not do one-half the business if we had a number of different prices. People are more likely to get the idea that the sale is genuine and that they are getting good values."

* * *

Three Proprietors in One Store.

The advance selling of straw hats is not the only good idea that Mr. Biggs has evolved. His very location in the store is an unusual one. It is a three-in-one store. There are men's furnishings sold there: clothing, and boots and shoes.

Not under the same management, but by three firms, operating separately. Mr. Biggs has the left-hand section of the store, but as will be seen by the illustration in this article, the effect is increased by the roomy building and the displays of his independent colleagues. The experience of all three has been that the one business draws to the other two. Instances are almost innumerable where a man has come in to buy clothes and gone over to one or both the other departments. This experience was vouched for by all three proprietors.

MEN'S STORE WITH 147 FEET OF SHOW CASES.

(Continued from page 57.)

The basement runs the entire space of the store, and is used for reserve stock as well as for the tailoring department, which is operated for the purpose of the finishing of clothes.

The destiny of this store is under the control of J. A. Wilson, who is president of the company, and general manager of the store. Mr. Wilson's experience covers a wide field both in the wholesale and retail business, extending over a period of twenty years. He comes from New Brunswick, and received his early experience in St. John. He was afterwards connected with the firm of John Peck & Co., Montreal, for whom he traveled through Western Canada, prior to which he covered the Eastern Provinces. So that Mr. Wilson is a man who knows the needs of the Western land in the matter of dress.

"Am I the Tenth Man?"

New Men's Furnisher of Brandon, Manitoba, Gives Away a 75-Cent Tie to Tenth Man Who Buys Goods Over One Dollar—Mirrored Backs in Show Cases—Semi-Indirect Lighting.

By a Staff Correspondent

BRANDON, Man.—In the store window of the W. H. Robinson Clothing Co. of this city, is an artistic card bearing the bold words: "Be a Tenth Man." Then follows the explanation: "With every tenth sale amounting to over a dollar, we give away a 75c. tie." That tenth man scheme has been running in the Robinson store since the first of the year, and has created considerable talk among the young men about town. It is so well known, youths will poke their heads through the door and ask: "Am I the tenth man?" All of which tends to create a good feeling between the proprietor, who is a young man just starting out in the retail furnishing business, and the young men with whom he wishes to do business.

This idea shows that one of the newest business men in Brandon is resourceful. W. H. Robinson, manager of the above business, started in the above Western city last August. He was formerly traveler in Western Canada for the Allen Manufacturing Co., Toronto, and later for W. R. Brock. Having been in Brandon often, he thought there was an opening here for an up-to-date men's furnishing store. He founded the above company and manages the store himself.

As will be seen from the accompanying photograph which shows only a corner of the store, Mr. Robinson is doing his best to provide this Western city with a tip-top clothing and haberdashery store. Full use is made of six plate glass show cases, with mirrored backs, and when an attempt is made to display, the goods are shown with a maximum of good taste.

The firm specialize on good brands of clothing. The lines carried are limited to purely men's furnishings. The clothing is displayed on iron tube racks.

The fixtures are about seven feet high, as will be seen from the photograph, and contain collars, ties, shirts, gloves, etc. The tops of the fixtures are broad enough to allow of a nice display of clothing, suit cases, aided by artificial palms, chairs and fashion plates. The whole store is finished in golden oak. The wall on the right is paneled with polished solid oak for about four feet. The lighting is of the semi-indirect system, that is, the light is reflected by a metal ceiling, and is diffused over the store.

Japanese reed chairs are placed in the store for customers who are compelled to wait. On Saturday night men often come in with their wives, to whom these chairs are acceptable. There is a fitting-room at the rear, as a large business is done in made-to-measure clothing. A reserve stock is kept at the back and in the basement.

AMONG MEN'S FURNISHERS.

Vancouver, B.C.—H. A. Simmons has opened a clothing store here.

Prince Albert.—Ralls, Percy & Co., men's furnishings, have been succeeded by Arthur F. Manville.

Halifax, N.S.—Charles E. Johnston has accepted a position with Isnor Bros. as manager of their clothing department.

Ottawa, Ont.—The firm of "Two Macs, Limited," who recently celebrated the twenty-fifth anniversary of their organization, will in a few weeks occupy an addition to their present premises, the new Stephen Building.

Securing Best Results in a Clothing Window

One of the Hardest Nuts to Crack—Accessories to Lighten it Up —Keeping the Correct Shape—Padding in Shoulders, Pressing, etc., Points to Watch—Proper Cards to Use in Window.

Written for The Review by James Orr

JAMES ORR, WINNIPEG.

THE window dresser in a men's clothing and furnishing store has a vastly different job than his brother in the dry goods store. He has not the light, delicately-tinted materials, nor the elaborate accessories that women love so well. His are the more neutral colors and sober-hued garments. But he can, with a little judgment and by exercising his taste make his windows as attractive and as full of color as is necessary to attract.

A clothing window is usually the "hardest nut to crack" — suits are usually dark, and a trimmer must resort to accessories to lighten up his window. Fancy waistcoats, neckwear, gloves, hats, canes, are good aids in giving tone to suits. Bright plushes are used to fine advantage, but care should be taken not to use anything that clashes with its color. It is a common thing to see even in high-class shops, a hat of bright blue posing gayly on a piece of red or purple plush. Such little things should be carefully watched as they make a whole window ridiculous. It is, in fact, the small things that go to make or spoil a window. A coat negligently "laid"; a hat posed crooked; a "floppy" tie: any of these will spoil the effect of an otherwise artistic window.

Comparatively few trimmers know—or care—enough about trimming a suit. Some have the idea that the more frills and fancy touches they can get into a coat the better. The absurd way some have of twisting—and in some cases even of knotting up—the sleeves tends to make it look like anything but a coat.

PRESSING OF CLOTHES.

A coat should be laid as smoothly as possible. Every wrinkle should be smoothed out. A little tissue paper to fill out the shoulder helps a lot to give a good appearance. To have the clothes pressed well is absolutely essential. A window trimmer should insist on having the suits for his window pressed as if they were to go right on the customer, and he should send anything not up to this standard back for re-pressing until the tailor understands that he means to have it right.

Dressing forms is an art in itself. A suit on a form should look absolutely faultless. First the collar and tie should be chosen carefully as appropriate for the suit intended for the form. A shirt can be used, but most trimmers prefer dickies. These can be had either in plain white or stripes. Care should be taken that the tie is in its place when the vest is put on. It looks very bad if the tie shows to one side in the vest opening.

The shoulders of the coat should be padded with tissue paper until they are perfect. The shoulders are the most particular part, and when these are right the entire coat will "hang" as it should.

The sleeves can be filled out with paper also, though not enough to make them look round. They should hang naturally and straight.

The full length forms where trousers are put on are out of date as suit forms, but still used for overcoats. The trousers may be draped around the base, though not in so fancy a manner as to lose their identity.

USING TIES, HATS, AND PLUSH.

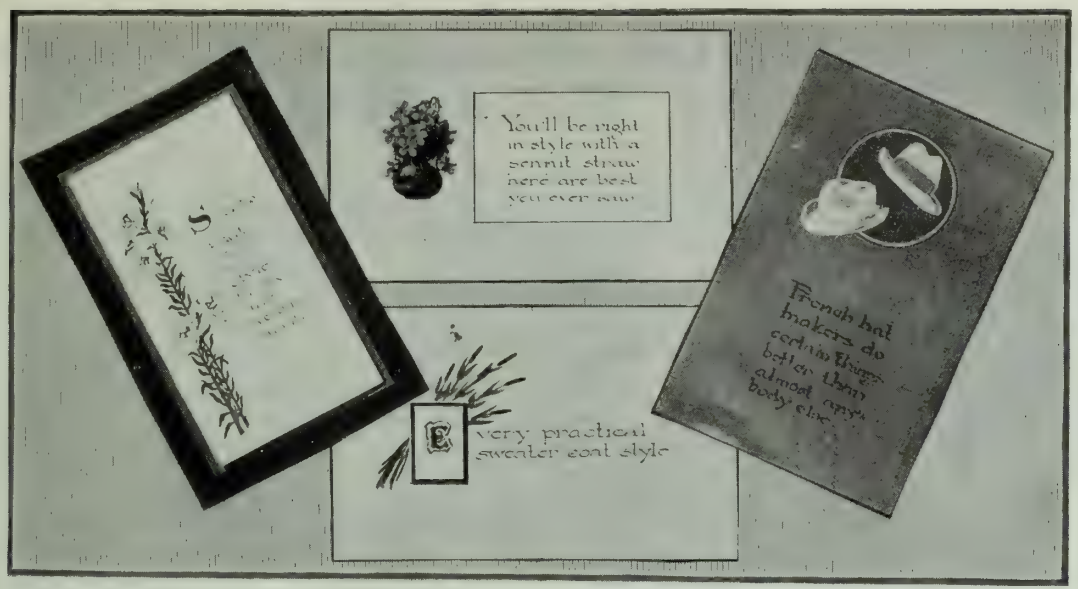
Ties and other accessories used should harmonize with the suits or tastefully contrast. The most artistic results can be had by getting suits of one color—not necessarily one shade. Then one set of ties, one kind of hats, and so forth, should be used, and a piece of plush that blends happily with the entire combination can more easily be chosen then.

I have dwelt at length upon the suit windows because it is here the majority of trimmers in clothing stores are at a loss. Nearly all trimmers, who lay claim to the title at all, can trim shirts, ties or any other furnishings. These are bright and full of color and just naturally lend themselves to the fancy and artistic temperament of the trimmer; but it's the clothing that keeps a men's store in the dividend-paying class, and a display of clothing that brings returns is worth more to the firm than any other kind, and, therefore, I deem it the trimmer's duty to gather all the ideas and all the information he can on this subject.

THE UNIT IDEA.

The unit idea is coming more and more into favor. Of course it has been used altogether for some time by haberdashers with smaller windows where there is room for practically nothing but a couple of units, but now even the large clothing stores with their large and high windows are dividing these into smaller compartments with a couple of units in each—realizing that these bring quicker returns. A large window filled with shirts, for instance, would give the passer-by a good idea of the stock of shirts carried, but would not interest him in any particular shirt and thus induce an immediate sale. It would, however, impress on him the variety of goods carried and make him think of your store when in need of shirts. I think it good policy, therefore, to have such a window in now and again, by way of change.

Of course as the season progresses it becomes necessary to crowd the windows more. Airy,


You'll be right in style with a sennit straw here are best you ever saw
Very practical sweater coat style
French hat makers do certain things better than almost any body else

These cards, the work of James Orr, of the Clothes Shop, Winnipeg, are among the daintiest The Review has seen in some time. They illustrate the tendency towards smaller cards and the use of the pen and small brush, and carry out the Spring idea cleverly. No. 1 is a distinctive style on white cardboard mounted on mauve and purple. The design at the side, an Easter lily, could be obtained by having a proof of a line cut in black on the card, and the foliage touched up with wash-colored green, and the centre with gold paint. The illuminated capital is of gold outlined with purple, which is also the shade of the lettering. No. 2 gives a very dainty effect, embodying a touch of Spring in the vase of violets in natural shades. The lettering is of the reader style, neatly executed in panel of black with blue outline. No. 3 uses bulrushes as the Spring idea. The illuminated capital is gold-embossed on sky-blue relief. The board is a fancy cover stock of champagne shade, giving a frosted effect. In No. 4 the lettering is in tango shade, as is also the circle containing the illustration of hats. The card is a very dark grey.

CARDS.

light-trimmed windows must give way to more goods that have to be shown, and when the sales commence it becomes necessary to crowd in all your managers insist on showing.

In most cases the clothing trimmer must also be a cardwriter, though not necessarily a signwriter. Large cards will not add to any window. The samples here submitted are 7 x 11—plain pen lettering with just a fancy touch to relieve the monotony. A little scene—a few flowers—a fancy initial—is all that is needed to give tone to a card.

Fancy cardboard can be had at most any art dealer, and beautiful combinations can be secured by making panels in different shades of cardboard. Illustrations from the style books, cut out and posted on the card make splendid decorations. At special holidays, such as Easter, Thanksgiving and Christmas, cards should be printed for all the windows with appropriate scenes on borders, significant of the season.

A card is vastly improved by being in a frame. Frames to match the backgrounds or fixtures can be secured at an insignificant expense, compared to the improvement they will bring to the cards.

TICKETS.

A small ticket on each garment greatly adds to the distinctiveness of it. If it is not desirable to give the price, the nature of the fabric or the name of the cut or maker could be put on; for example: "Scotch Tweed" or "New Norfolk." These cards should be small and lettered to match the big card.

It saves a great deal of work and adds to the appearance of the windows to have price tickets printed uniformly and with a small cut of the store name. This can be done at a small expense and the tickets can be used throughout the store.

Editor's Note. — James Orr, the writer of this article, has had a wide experience in Canadian and United States stores. He is now connected with "The Clothes Shop," Winnipeg. Samples of his card-writing are shown in this issue.

COLORED HANDKERCHIEFS.

These are Becoming Strong for Evening Wear in London.

In London colored silk handkerchiefs are in common use now for evening wear. Especially with dinner jackets has the new idea great vogue. The best are those made of crepe de chine centres with narrow white hemstitched edge. For instance, one man was seen carrying a handkerchief of quaker gray with a half-inch hem of white which was ornamented with a design of small black squares. Another handkerchief had a pale cream centre with a white edge spotted with purple and a circle of a paler shade hanging from the spot. Others have been seen made of white twill silk with a check of scarlet or pink or blue on them. Silk and linen handkerchiefs are also very frequently seen with every coloring introduced into the design but in no case are the colors startling. Shades such as pink and cerise when used are very lightly worked into the design. A plain white combination, however, of silk and linen is favored by many men for evening wear.

Other handkerchiefs in fine white linen have a deep colored blue border about a quarter of an inch wide and a pattern formed by small squares in each corner and some are being displayed which have the owner's monogram worked in large blue letters in the corner.

Fear is the conflict between imagination and insufficient knowledge.

GLOVES BY THE CARLOAD.

A Chicago newsboy recently went into the jobbing house of Kalven & Stern and stated that he wanted to buy a pair of gloves like those on display in the show window. Mr. Kalven carefully explained to the little fellow that this was a wholesale house; that they sold only to merchants, and did not sell a single pair of gloves, etc., etc.

The explanation was not sufficiently clear to the newsboy. He was offended and turned and walked away.

But as he reached the door his street training impelled him to turn and take a parting shot at the man who refused to do business with him.

"Say," he yelled, "ye wouldn't sell a carload, would ye?"

How Diagram of Grotesque Heads Sold 700 Hats

Winnipeg Store Set Up in Window a Number of Drawings of Heads They Had Fitted—Guessing Competition Responsible for 200 Hats in Single Day—May Call in Phrenologist.

By a Staff Correspondent

WINNIPEG, April, 14.—Hat windows are among the most productive of ingenious devices for drawing the attention of the public. It is a window that requires something startling.

A most interesting device of this nature was seen recently in the window of McNeil, McLean and Garland, corner of Market and Main streets, in this city. It consisted of two large cards, bearing several examples in miniature of heads which this firm are fitting with hats. These diagrams are secured by means of a machine which fits over the customer's head and automatically makes a drawing of it. This is later used for fitting a hat.

"Get an Impression of Your Head."

The idea occurred to Ernest A. Burwash, the window dresser, to show the public some of the curious heads that are brought in here to be fitted. Going through a drawer full of these diagrams, he picked out a few of the most grotesque-looking heads, and pasted them on a show card, drawing attention to it as shown in the accompanying illustration. Another card bore the following: "We have a machine which exactly records the shape of your head. Below are some of the most remarkable we have fitted. Come in and get an impression of yours made free."

May Use a Phrenologist.

Mr. Burwash has another idea for attracting attention along these lines. He is acquainted with a phrenologist in Winnipeg, who declares that he is able to tell a man's character perfectly if supplied with one of these diagrams. It is hoped that this will be useful as an attraction to buyers of hats.

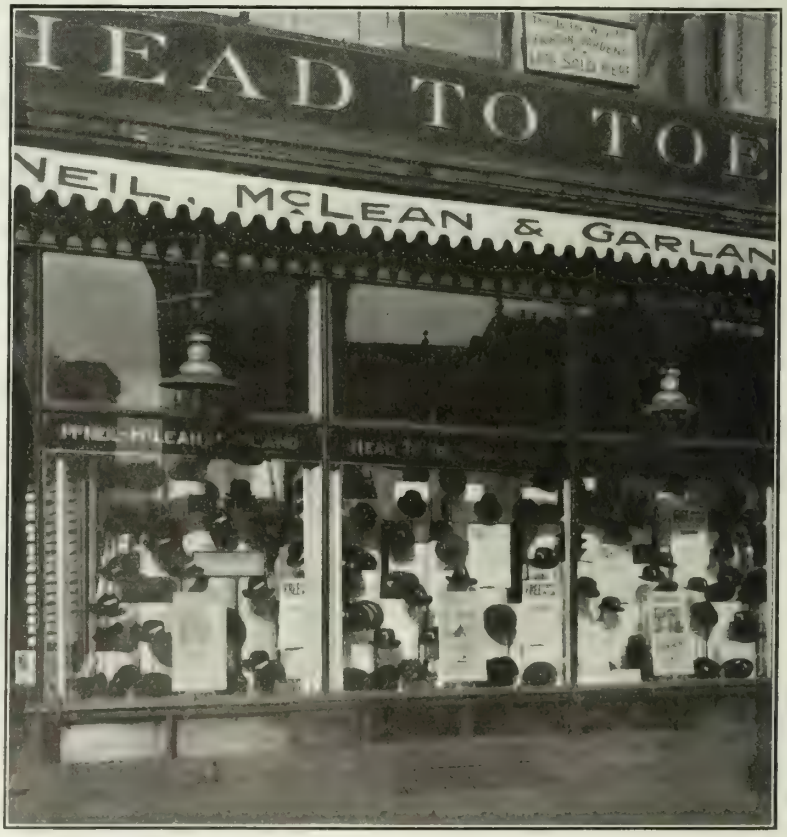
Hat Competition.

While the above was being used, at the same time a hat competition was being held in the store, and as a result of this special effort, over 700 hats were sold in a week. The time was rather early for Spring hats, and this was more of an advance show of Spring styles. The window was filled with hat boxes, with only a few hats showing, an effort being made to give the window a stocky appearance.

Announcements in the daily newspapers and the store window told of an offer of $100 in gold to the person guessing the number of hats in the window. There was no condition that the competitor purchase goods of a certain amount, anybody being allowed a guess. The coupons were placed in a large box, and at the end of the contest shaken up. Two well-known newspaper men were engaged to draw the coupons from the box, and the first bearing the correct number, won the prize.

2,000 to 3,000 Extra.

Naturally this brought large crowds



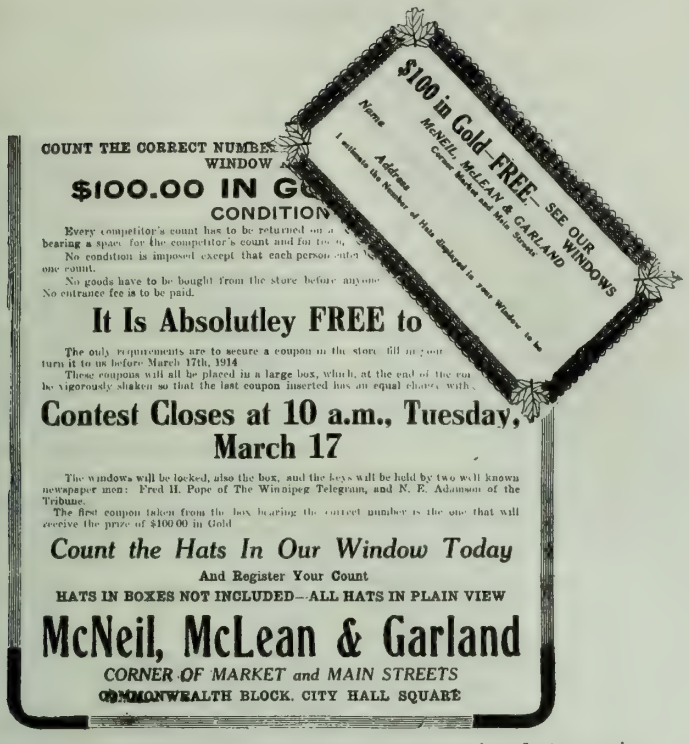
View of a section of the windows of McNeil, McLean and Garland, Winnipeg, during period when guessing competition was on. The actual display front is double what is here shown

HAT SELLING IDEAS.

Drawings of queer-looking heads as fitted by firm, displayed in window. Sold 700 hats in week.

$100 in gold for guessing competition. Sold 200 hats in one day and drew nearly 3,000 extra people to store.

Mirror set up in window with sign: "Look! Is your hat all-right? Don't you require a new one?"


$100 in Gold—FREE—SEE OUR WINDOWS
McNEIL, McLEAN & GARLAND
Corner Market and Main Streets
Name
Address
I estimate the Number of Hats displayed in your Window to be
COUNT THE CORRECT NUMBER
WINDOW
$100.00 IN GO
CONDITION
Every competitor's count has to be returned on a
bearing a space for the competitor's count and for the
No condition is imposed except that each person
one count.
No goods have to be bought from the store before anyone
No entrance fee is to be paid.
It Is Absolutley FREE to
The only requirements are to secure a coupon in the store fill in your
turn it to us before March 17th, 1914
These coupons will all be placed in a large box, which, at the end of the
be vigorously shaken so that the last coupon inserted has an equal chance with
Contest Closes at 10 a.m., Tuesday, March 17
The windows will be locked, also the box, and the keys will be held by two well known newspaper men: Fred H. Pope of The Winnipeg Telegram, and N. E. Adamson of the Tribune.
The first coupon taken from the box bearing the correct number is the one that will receive the prize of $100 00 in Gold
Count the Hats In Our Window Today
And Register Your Count
HATS IN BOXES NOT INCLUDED—ALL HATS IN PLAIN VIEW
McNeil, McLean & Garland
CORNER OF MARKET and MAIN STREETS
COMMONWEALTH BLOCK. CITY HALL SQUARE

Sample of newspaper advertisement announcing hat-guessing contest for $100 in gold. The guessing coupon at the top, to the right, is on yellow paper.

to the firm's windows, great interest being taken in the counting competition and in the measurement of heads as described above. The result was given considerable publicity in the press. It is estimated by the firm that this advertising scheme resulted in from two to three thousand extra people visiting the store, and on one day nearly two hundred hats were sold.

This firm shows considerable ingenuity in attracting passers-by to its windows. In the window which succeeded the one described above, a device was made use of which was very effective in making a man stop and examine his hat to see whether he required a new one or not. A fair-sized mirror was suspended in one of the windows where it could be easily used by men passing on the sidewalk. It is surprising how many persons will look into a mirror when it is within easy reach. On a card above the mirror were the words: **"Look! Is your hat all right? Don't you require a new one?"**

It is certainly a good attraction.

Advertising It

The following is a copy of an advertisement three columns wide used by the firm, the display sections being shown below in black type:

Count the correct number of hats displayed in our window and get $100 in Gold, Free

Conditions:

Every competitor's count has to be returned on a coupon furnished for the purpose, bearing a space for the competitor's count and for the name and address of the contestant.

No condition is imposed except that each person entering the contest is allowed only one count.

No goods have to be bought from the store before anyone is permitted to compete. No entrance fee is to be paid.

It Is Absolutely Free to All.

The only requirements are to secure a coupon in the store, fill in your count, and return it to us before March 17th, 1914.

These coupons will all be placed in a large box which at the end of the contest will be vigorously shaken so that the last coupon inserted has an equal chance with the first.

Contest closes at 10 a.m., Tuesday, March 17th.

The windows will be locked, also the box, and the keys will be held by two well-known newspapermen: Fred H. Pope of the Winnipeg Telegram, and N. E. Adamson, of The Tribune.

The first coupon taken from the box bearing the correct number is the one that will receive the prize of $100 in gold.

Count the hats in our window to-day. And register your count.

Hats in boxes not included—all hats in plain view.

Paris Nightshirts

Many Trimmed With Solid Color—Some of Pique With Colored Stripes and Starched Collars!

IN Paris the department stores have been making strenuous efforts to catch the men's wear trade and the business transacted by some of them has reached very large figures.

Among the novelties they are showing perhaps the greatest variety is in nightshirts. In France, the pyjama is generally worn more as a lounging garment for the morning hours, and for sleeping wear the nightshirt is the garment most in favor. One shirt which has been shown at the Louvre is of a zephyr with self-stripes and the front and cuffs are trimmed with a fancy striped braid in blue black and violet colors. It had a shawl collar.

Another which has been sold at the "Belle Jardiniere" under the name of "Persane," is a variation of the so-called Japanese style and is made of white twill trimmed with solid color, blue, red or mauve zephyr. The cuffs were made without buttons or buttonholes. Other styles have a high military collar and tucked front collar and cuffs.

Many of the better class of nightshirts are made of white pique, with colored stripes. It must also be noted that the tendency in collars is that they are made to be starched, a fashion which was started by the shirt makers and adopted by the department stores.

RUBBERIZED MACKINTOSH.

A London writer in Men's Wear, New York, says: There is a decided return to favor of the rubberized mackintosh over here, to the consequent detriment of the various worsted and cotton weatherproofs that have held the field for so long. Manufacturers of the former article are doing a business they have not experienced for years, and many of them are preparing for trade on a still more extended scale. But that the rubber coat will ever attain its one-time popularity not even the most sanguine of those engaged in its manufacture expect or hope. The hygienic properties of the porous substitute will always appeal to thousands who, after all, rarely stay out long enough in the rain to make an absolute waterproof a necessity, and who prefer the comfort of this garment to the sweltering heat of the absolute variety. One item in the favor of the rubber coat is the fact that it soils less easily and never assumes that greasy appearance so often seen in cloths which rely on the oily ingredients used in the proofing for their resistance to rain.

Complete Canadian Parcels Post Regulations

The Canadian Parcels Post System Came Into Force Officially on the First Day of April Under the Regulations Here Given.

NOTICE is hereby given that the Parcel Post Act assented to 6th June, 1913, will come into force on the first day of April, 1914, under the following regulations:—

Parcel Post Regulations.

1.—Articles of mail matter acceptable at Parcel Post rates include farm and factory products, merchandise of all descriptions such as dry goods, groceries, hardware, confectionery, stationery (including blank books, etc.), seeds, cuttings, bulbs, roots bedding plants scions or grafts, and all other matter not included in the first class, and not excluded from the mails by the general prohibitory regulations with respect to objectionable matter.

Parcels consisting of third class matter may be mailed at parcel post rates, or third class matter rate at the option of the sender.

Parcels containing intoxicating liquors or explosives are expressly prohibited.

2.—The rates of postage on articles accepted for transmission by Parcel Post are as follows:—

(a) Five cents for the first pound and 1 cent for each additional pound or fraction thereof, up to four pounds, and 2 cents for each subsequent pound up to eleven pounds within a radius of twenty miles from the place of mailing, irrespective of Provincial boundaries.

(b) Ten cents for the first pound and 4 cents for each subsequent pound or fraction thereof, for all points in the Province in which a package is posted, outside of the twenty-mile radius.

(c) Ten cents for the first pound and 6 cents for each additional pound or fraction thereof, for all points outside the Province in which a parcel is posted, and beyond the twenty-mile radius, with an additional charge of 2 cents a pound for each Province that has to be crossed to the destination of the parcel, not including the Province in which it is to be delivered up to a maximum of 12 cents a pound.

The three Provinces, Nova Scotia, New Brunswick and Prince Edward Island, are to be considered as one zone.

An additional charge to meet the extra cost of transportation will be made on parcels addressed to or posted at offices in certain outlying districts when such parcels have to be conveyed more than 100 miles by a continuous stage service, such districts to be designated by the Postmaster-General.

The charge on any parcel should not be greater than 1 cent an ounce.

Tables of rates for the several Provinces as given in the rate cards printed for distribution, will be found on pages 9, 10, 11, 12, 13, 14, 15 of these regulations.

3.—The postage on Parcel Post packets must be prepaid by means of postage stamps, securely affixed to the parcels. An insufficiently prepaid Parcel Post packet is forwarded to destination subject on delivery to payment of double the deficiency provided at least one cent is prepaid. After the additional postage repuired on any short paid parcel has been colected from the addressee "postage due" stamps are to be affixed to the parcel and canceled by the Postmaster.

Parcel Post packets totally unpaid will be sent to the Branch Dead Letter Office.

Franking of Parcel Post packets is expressly prohibited.

4.—A Parcel Post packet may be insured within Canada up to an amount of $25 or the actual value of the contents, when less than that amount, upon prepayment of a fee of 5 cents in postage stamps and up to an amount of $50 or the actual value of the contents, when less than that sum upon prepayment of a fee of 10 cents in postage stamps. This fee must be prepaid, in addition to the ordinary postage, by means of postage stamps, which the sender must affix to the cover.

In the accompanying article a complete list of regulations governing the Canadian Parcel Post System is given, including rate cards for all the Provinces. This issue should by all means be kept on file so that it can be referred to at will. A rate card for each Province is given, and Canadian merchants who wish to make use of Parcel Post can find full information regarding the new system in the accompanying article.

A parcel intended for insurance should not be dropped into a box or receiver. It should be marked with the word "Insured," and with the amount of the insurance fee the sender is paying, thus "Insured 10 cents," and be handed into the post office or to the rural carrier and a certificate of posting obtained, bearing an acknowledgment that an insurance fee has been paid.

The onus of properly enclosing and packing a parcel for insurance rests with the sender, the Post Office assuming no liability for loss arising from defects which may not have been observed at the time of posting.

Indemnity will be paid to the addressee, or at the request of the addressee, the sender, provided claim is made to the department within one year of the date of posting upon receipt of sworn statements of the persons concerned:—

(a) That according to the best of their knowledge and belief the insured parcel has been lost or its contents damaged in the mails.

(b) As regards the value of the contents of the parcel or the damage sustained.

(c) As regards the ownership of the parcel.

It must appear that the loss or damage did not arise wholly or in part from the fault of the sender, as, for instance, from insufficient packing, inadequate fastening, loss of "tie-on" label, etc. The indemnity paid will not exceed the value of the contents of the parcel lost or the damage sustained. The right is reserved of reinstating the contents of a parcel instead of giving pecuniary indemnity.

In the case of damage the parcel must be retained for the purpose of enquiry, as nearly as possible in the state in which it was delivered. If complaint is made that the contents of a parcel have been lost or abstracted, the cover must be produced.

Indemnity for damage to articles of a fragile nature, will be given only in those cases in which the parcel is conspicuously marked with the words "Fragile with care."

Parcels containing eggs, fish, meat, fruit, vegetables, glass, crockery, greases, semi-liquids, liquids or any articles of an exceptionally fragile nature cannot be insured.

Indemnity will not be given for loss of coin or bank notes.

Indemnity will not be given for injury or damage consequential upon i.e. indirectly arising from the loss damage, delay, non-delivery or mis-delivery of any article sent by Parcel Post.

Indemnity will not be given in the case of a parcel on which the insurance fee has not been paid.

Indemnity may be refused for loss or damage, on any ground on which exemption from legal liability may be claimed by a common carrier.

An insured parcel that cannot be delivered within Canada will be sent to the Branch Dead Letter Office.

PARCEL POST REGULATIONS.

Parcel Post Packets Must Not Be Registered.

5.—Parcels must be prepared for mailing in such manner that the contents can be easily examined.

6.—It is desirable that the sender's address should appear either inside the parcel or on the cover. This must be kept distinct from the address proper.

7.—Parcels are, when redirected, chargeable with additional postage at the rate which would have been chargeable had they been originally mailed from the office of re-direction to the new address except in cases where the original and the re-directed addresses are both within the delivery of the same Post Office.

8.—The limit of weight for a Parcel Post packet is eleven pounds, and the general limit of size is thirty inches in length by one foot in width or depth, but parcels will be accepted up to 3 ft. 6 in. in length, provided that the combined length and girth do not exceed six feet. For example—a parcel measuring 3 ft. 6 in. in its longest dimensions may measure as much as 2 ft. 6 in. in girth (i.e. round its thickest part); or a short parcel may be thicker; thus if the length is not more than 3 ft. the girth of the parcel may be 3 feet.

9.—When practicable Parcel Post parcels must be sent in covers open at the ends, and in such manner as to be easy of examination. But flour, drugs and such like articles, which cannot be sent in covers of this kind—but such articles only—may be posted enclosed in boxes, or in bags of linen or other strong material, fastened in such a manner that they may be easily opened, so as to enable the officers of the post office readily to satisfy themselves as to the nature of the contents. If paper bags or covers are used for enclosing flour or other similar matter, they must be of extra quality and strength to resist friction and pressure in the mails, and prevent the escape of the contents.

10.—Any staple article of use or consumption, properly transmissible by post, contained in the original unbroken package and with proper descriptive label, may be forwarded by Parcel Post, though the tin or case in which it is enclosed may not admit of being opened in course of post, if posted by parties known to be engaged in the manufacture or sale of the articles in question and who vouch that the contents are precisely as described on the label.

11.—A parcel may contain invoices and accounts provided they relate exclusively to the contents of such parcel; it is also permitted to enclose a card or slip of paper giving in a brief manner necessary directions for the identification or treatment of the article or articles contained in the parcel. Care must be taken not to abuse this privilege by converting such notes or marks, designed solely for the facilitation of business between the sender and addressee, into what might properly be called correspondence. A parcel containing a letter or any writing intended to serve the purpose of a letter in the ordinary sense will become liable to letter postage.

12.—When several separate articles are enclosed in a Parcel Post packet there is no objection to each bearing a distinguishing number, so as to enable the sender to give directions by letter (sent of course separately and duly prepaid) respecting the several articles which the parcel contains.

13.—Any person who wishes to mail a large number of parcels, whether on a particular day or at regular or irregular intervals, will facilitate the work of despatch if he will give the office where they will be posted early information of the number of the parcels, their average weight and the dates and times at which he proposes to send them. He will also consult the convenience of the Post Office by sending the parcels to the post in batches, beginning as early in the day as possible.

14.—Parcel Post packets are subject to the general prohibitory regulations excluding from the mails everything liable to destroy, deface or otherwise damage, the other contents of the mail bags or injure the person of any officer or servant of the Post Office, as well as all obscene or immoral matter.

15.—Liquids, oils and fatty substances, put up in accordance with the following regulations, are not excluded. When in glass bottles or vials, such bottles or vials must be strong enough to stand the shock of handling in the mails, and must be enclosed in a wooden, heavy cardboard or papier mache block or tube not less than three-sixteenths of an inch thick in the thinnest part, strong enough to support the weight of mails piled in bags and resist rough handling; and there must be provided between the bottle and its outer case, a cushion of cotton or spongg material sufficient to absorb the liquid, etc., in case the bottle should be broken, the block or tube to be impervious to liquid (including oils) and to be closed by a tightly-fitting screw-lid of wood or metal with a rubber or pad so adjusted as to make the block or tube water-tight and to prevent the leakage of the contents in case of breaking of the glass. When enclosed in a tin cylinder, metal case or tube, such cylinder, case or tube, should have a screw-lid with a rubber or cork cushion inside in order to make the same water-tight, and should be securely fastened in a wooden or papier mache block (open only at one end) and not less in thickness and strength than above described. Manufacturers or dealers intending to transmit such articles by Parcel Post or as samples, in considerable quantities, should submit a specimen package showing their mode of packing to the postmaster at the mailing office, who will see that the conditions of this section are carefully observed.

16.—Specimens of diseased tissues, when carefully enclosed in specially constructed double tin cases, closely packed with absorbent matter, and with closely fitting screw caps, may pass at Parcel Post rates, addressed to Provincial Boards of Health and Public Laboratories.

17.—The following articles in glass, viz.: Eye-glasses, spectacles and microscopic slides, may be forwarded by Parcel Post if put up in such a manner as to admit at once of easy inspection and to guard against injury to persons handling the mails.

18.—Parcels Post packets containing anything of a fragile nature should be marked "Fragile with care" and parcels containing articles of a perishable nature such as fish, fruit, meat, etc., should be marked "Perishable." Parcels sent by mail should in all cases be substantially and securely packed so as to preserve the contents from loss or damage and prevent injury to the mails. The department desires to co-operate with the public in seeing that special attention is paid to the important matter of packing, particularly with regard to parcels containing matter of a fragile or perishable character or of a nature to destroy or injure the other contents of the bags or sacks in which they are sent forward. In order that proper precaution may be exercised in this particular persons desirous of transmitting articles by Parcel Post are advised to consult the postmaster as to the proper method of packing in all cases.

As the safe transit of eggs is a matter of some difficulty shippers are advised to adopt the following method of packing: Use a wooden, papier mache, or other box of a rigid material with a well-fitting tightly adjusted lid, wrap each egg separately in newspaper or other protecting material, place the eggs on end and fill up the vacant spaces in the box with newspaper or other packing material, so as to prevent the eggs from striking together or against the sides, top or bottom of the box; mark the parcel "Eggs."

Parcels containing goods likely to spoil within the time reasonably required for transportation and delivery must not be accepted for mailing.

19.—Postmasters must exercise the greatest possible care to see that all parcels accepted for transmission by Parcel Post conform in every particular to the requirements of these regulations. This applies with special force to parcels containing perishable goods or fragile articles.

20.—Requests for direct return are

(Continued on page 67.)

Canadian Parcel Post Rate Cards

Parcel Post Rate Card A.

Rates on Postage on Parcels Mailed in the Maritime Provinces.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Maritime Provinces	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Saskatchewan, Alberta or British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card B.

Rates of Postage on Parcels Mailed in the Province of Quebec.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Quebec	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Maritime Provinces	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Saskatchewan	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Alberta or British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card C.

Rates of Postage on Parcels Mailed in the Province of Ontario.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Ontario	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Quebec or Manitoba	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan or Maritime Provinces	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Alberta	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in British Columbia	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card D.

Rates of Postage on Parcels Mailed in the Province of Manitoba.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Manitoba	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Ontario or Saskatchewan	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Quebec or Alberta	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in the Maritime Provinces or British Columbia	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14

The maximum charge on any parcel shall not exceed 1 cent an ounce.

*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

STAR BRAND SHIRTS

FOR FALL

Exclusive Patterns

Attractive Styles

See the big Fall range of shirts when the Star Brand Traveler calls. He has a line that it will pay you to see. It is better than ever, showing many interesting novelties that mean a revival of trade for your shirt department.

Famous for Fit and Finish

Our Salesmen will also show an extensive line of Fall and Winter underwear and Christmas Neckwear.

VAN ALLEN COMPANY, LIMITED

Hamilton, Canada

Parcel Post Rate Card E.

Rates of Postage on Parcels Mailed in the Province of Saskatchewan.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Saskatchewan	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Manitoba or Alberta	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Ontario or British Columbia	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Quebec	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in the Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card F.

Rates of Postage on Parcels Mailed in the Province of Alberta.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs.
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of Alberta	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Saskatchewan or British Columbia	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Manitoba	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Ontario	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Quebec or Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

Parcel Post Rate Card G.

Rates of Postage on Parcels Mailed in the Province of British Columbia.

Addressed to	1 lb.	2 lbs.	3 lbs.	4 lbs.	5 lbs.	6 lbs.	7 lbs.	8 lbs.	9 lbs.	10 lbs.	11 lbs
Any post office within 20 miles* including place of mailing	$0.05	$0.06	$0.07	$0.08	$0.10	$0.12	$0.14	$0.16	$0.18	$0.20	$0.22
Any post office beyond 20 miles but within the Province of British Columbia	0.10	0.14	0.18	0.22	0.26	0.30	0.34	0.38	0.42	0.46	0.50
Any post office in Alberta	0.10	0.16	0.22	0.28	0.34	0.40	0.46	0.52	0.58	0.64	0.70
Any post office in Saskatchewan	0.12	0.20	0.28	0.36	0.44	0.52	0.60	0.68	0.76	0.84	0.92
Any post office in Manitoba	0.12	0.24	0.34	0.44	0.54	0.64	0.74	0.84	0.94	1.04	1.14
Any post office in Ontario, Quebec or Maritime Provinces	0.12	0.24	0.36	0.48	0.60	0.72	0.84	0.96	1.08	1.20	1.32

The maximum charge on any parcel shall not exceed 1 cent an ounce.
*This rate also obtains in cases where the 20 mile area extends into an adjacent Province.

PARCEL POST REGULATIONS.

(Continued from page 65.)

recognized on Parcel Post packets addressed to a place in Canada, and parcels bearing the address of the sender may also be returned direct after being held fifteen days Parcel Post packets so returned are subject to a charge equal to the original postage charge. This charge is to be marked by the office returning the parcel and collected from the sender before delivery by the office to which it has been returned, "postage due" stamps for the amount collected being affixed to the parcel and canceled by the postmaster.

21.—After a parcel has been delivered to the person to whom it is addressed it cannot be returned to the sender, **unless the person returning it pays the necessary return postage.**

22.—The Postmaster-General reserves the right to refuse to accept for transmission by mail, grain or any other commodity shipped in excessive quantities which might interfere with the transportation of first-class matter, or other articles such as those enumerated in paragraph 1.

The ability to imagine has, above all other influences, determined the progress and station of men. It is the root of all love, ambition, effort and achievement, and is the first of the creative faculties.

Taylor-made Ladies' Suit and Coat Racks

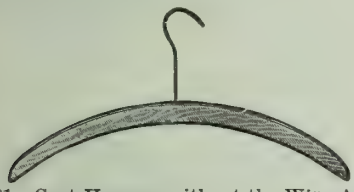
Model D, 5 feet 9 inches high

Made of 1½-inch polished steel tubing, gilt fittings, ball socket rollers.

6 feet long, 2 posts	$ 8.00
8 feet long, 3 posts	9.00
10 feet long, 3 posts	10.00

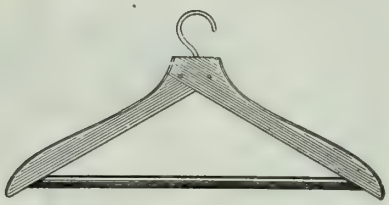
Made 1½-inch, oxidized tubing

6 feet long, 2 posts	$10.00
8 feet long, 3 posts	11 00
10 feet long, 3 posts	12.00

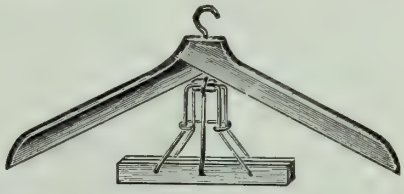


No. 31. Coat Hanger, without the Wire Attachment, smooth wax finish, $2.75 per 100.
No. 63. The same shape as No. 31, only very thin. $3.00 per 100.

No. 9. Skirt or Trouser Hanger, $8.00 per 100.



No. 33IB—Combination Suit Hanger, inserted trouser bar.....	$7.50 per 100
No. 33—Same without bar	6.50 per 100
No. 33IB—Boys', 15 inches wide.....	7.50 per 100
No. 39B—Overcoat Hanger, with inserted bar for extra size suits	8.50 per 100
No. 39—Same without bar	7.50 per 100



No. 600. Combination Coat and Skirt Hanger. $12.00 per 100. Get a sample—It costs only a postal card.

No. 92. Combination Coat and Skirt Hanger with wire attachment for Skirt, $6.00 per 100.

Double-Bar Suit and Cloak Racks

Made of Polished Steel Tubing, no paint, no rust.

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

Made of Oxidized Steel Tubing

$2.50 extra to above prices.

MAIL ORDERS PROMPTLY FILLED

The Taylor Manufacturing Company

HAMILTON, ONTARIO

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

KEEPING SHOES IN MEN'S WEAR STORES

DID it ever occur to the men's furnishers that often their stores lack only one item for a complete make-up for a man? His head-gear you have ready in all styles from the cap to the silk topper. His collar, his tie, his shirt, his vest, and coat, handkerchief, trousers, underwear, braces and hose. Not much left, except shoes. Why should there be this omission when you can even supply the cane? Many men's wear stores do a big business in shoes: this line dovetails naturally into their other departments. The one brings trade to the other. A large firm of men's furnishers in Hamilton have five distinct departments: men's clothing, furnishings, hats, boys' clothing and shoes. And the shoes do not rank fifth in importance by any means. A few weeks ago a men's wear store in Galt started to sell shoes, and will keep it up. The head of a men's wear department in a "semi-departmental" store in a large Canadian city told The Review that he was losing business every day by not keeping shoes, and he was hopeful of persuading the firm to launch out along this line.

Shoes, like most men's wear, are a clean stock: no breakages, no remnants, no fading, and comparatively few changes in styles from season to season. Hence the possible losses are reduced to a minimum, and, on the other hand, the profits are eminently respectable. Not only are there the regular wearing lines for the whole year, but special seasonable runs on sporting shoes in Spring, Summer, Fall and Winter, and periodic demands for rubbers, mocassins, and so forth. A shoe department has been proved good by scores of men's furnishers in Canada, and will repay at least an investigation on the part of every one who stands without, undecided.

NEXT FALL'S HAT A PUZZLER

THIS is one topic at least that is keeping the trade doing some lively guessing and the views are widely divergent. A New York authority picks on pearl greys, casting blues and greens into the outer darkness that awaits poor sellers. Another authority works out an evolution to a soft black, while a third picks stiff hats as the only alternative between a third season of green and an unlikely soft black. The wearing quality of soft hats has not been tested thoroughly,—"wearing" in the sense of holding public favor. The uncertainty adds to the difficulty of early buying for Fall, but it at least indicates a more favorable condition in the men's wear trade, where there will be clear-cut distinctions in style and material between the wearables of one season and another. This is coming to apply more and more each year and will shortly, if the tendency continues, insure a much larger bulk of business for men's furnishers.

GOOD WORK OF WESTERN DEALERS

IN past issues The Review has urged the elimination of exaggeration in advertising. There is no place for it in sane merchandising of the present day. Streamers and advertisements in scare head type such as "The Greatest Sale On Earth," "The Most Sensational Sale on Record," and like phrases ought soon to be relegated to the past.

The following clipping from a Regina, Sask., newspaper bears on this subject:—

> Local retailers are taking steps with a view to securing the prohibition of lurid sale signs carrying "doomed to destruction" and other exaggerated legends. These have been put under a ban in Vancouver and the retailers' associations in this city and in Moose Jaw are working towards the same end.

SARTORIAL NOTES

LONDON IS SHOWING knickers in carefully creased fronts.

• • •

HAVE YOU ORDERED your pinks and your pleated stripes for Fall?

• • •

IT IS SAID THAT waterproofs are becoming so popular as to cause a drop in the sales of umbrellas.

• • •

AFTER A FEW MONTHS of slumber, the London story of dark blue evening clothes has been revived.

• • •

THE RISE IN SUEDE GLOVES is causing many merchants to show a fabric as a substitute in the cheaper lines.

• • •

WONDER IF THAT dinky little feather in the back of our hats will be confiscated by the customs man under the new aigrette order.

• • •

THE DOUBLE-BREASTED frock coat after having its hoary dignity offended by the dapper cutaway is showing signs of a renewed strength.

• • •

THE TANGO TIES shown in the March issue of The Review created a widespread interest and resulted in many inquiries. A couple of new brands appear in this issue.

THE KING
STANDARD OF THE WORLD

NO. 31

Collar Button Silent Salesman

Polished Oval Front, Plate Glass. Finished in Mahogany and Oak.

Contains 1½ Gross Asst. Gold Shell
1½ Gross Asst. Pearl Back

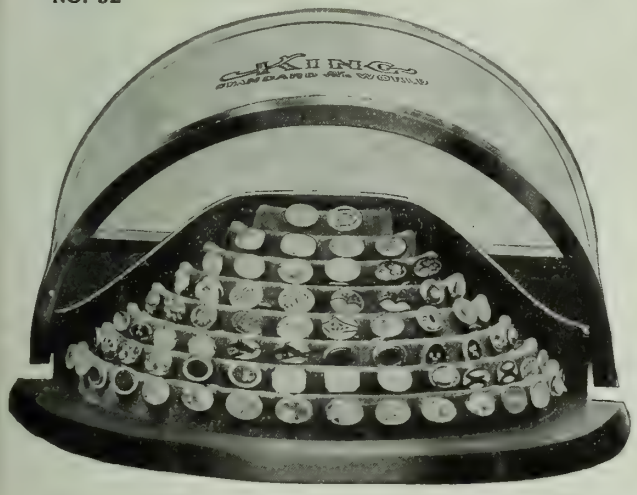
NO. 28

Collar Button Silent Salesman

Plate Glass Horse Shoe Shape, Glass Top, Sides and Front. Finished in Oak or Mahogany.

Contains 1½ Gross Guaranteed Gold Shell
1½ Gross Eyeleted Pearl Back

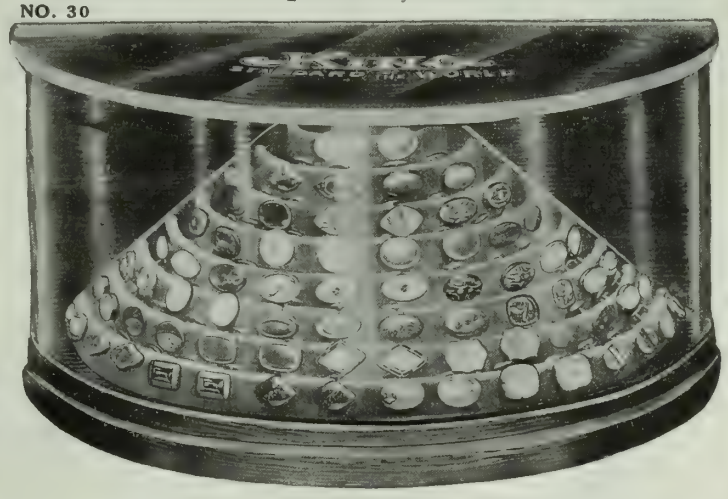
NO. 32



Cuff Links Silent Salesman

Polished Plate Glass, Oval Front, Oak or Mahogany.
Contains (6) Dozen Assorted Patterns.
GUARANTEED KING LINKS

NO. 30



Cuff Links Silent Salesman

Polished Plate Glass, Oval Fronts, Oak or Mahogany.
Contains (6) Dozen Assorted Patterns.
GUARANTEED KING LINKS

CONTAINS BEST SELLING COLLAR BUTTONS AND CUFF LINKS MADE
ON SALE WITH ALL RELIABLE CANADIAN JOBBERS

Products of The King Collar Button Company of New York

Slimmer Effects Evident in Clothing for Fall

Straight Lines, Narrow Sleeves and Shorter Coats Noticeable Features—Greater Tendency Than Ever for Cuffs on Trousers —Some Fall Models.

SAMPLES of men's clothes for Fall show a strong tendency towards straight lines, narrow sleeves and a slimmer effect all through. Sacques, of course, will be as before, the leading suit for business wear and these in addition to the narrow effects described above will be cut shorter than heretofore. One of the leading designers in Canada stated to The Review that the length of a staple sacque coat would be about 30 inches for a man 5 feet 8 inches in height, where formerly the length would have been from 31½ to 33 inches.

"In fact," he said, "on English models the length will be about 29 inches; much shorter, you see." Very little padding will be used in the shoulders to enhance the narrow effect.

"Next thing to none," was the way one manufacturer put it. The recent move in the direction of eliminating the artificial projection and retaining the natural sloping effect in the shoulders, seems to have met with a widespread support.

Softer, More Pronounced Roll.

Coats have a very great tendency to be made with a softer, more pronounced roll effect which it is thought gives to the manufactured garment more of the appearance than it otherwise would have.

"While the increased roll is in demand from all parts of the country, we find that the young men of the smaller towns like the long roll better while the young men of the larger cities like a higher cut coat which rolls down low, over the top button when open;" said a large manufacturer. Others, however, say there's little difference in town and city trade.

Both sleeves and trousers are being made just a little narrower and "straight-hanging trousers" is a term frequently used by designers when speaking of next Fall's styles.

Cuffs on Most Trousers and Sleeves.

Another point in which there is similarity between sleeves and trousers is the cuffs, for these will be largely worn on both trousers and sleeves, particularly on the former and for this reason trousers are being left open at the ends in order that they may be finished with or without cuffs as the purchaser desires. While the cuffs on sleeves are strong also, many coats have the sleeves made with an open vent. Particularly is this the case on English stuff.

Both square and round corners will be in vogue but there is a feeling among some that the average well-dressed man prefers the round points. The usual number of buttons on next Fall's sacques will be three, although with the long, heavy roll the effect is rather of a two-button coat than a three, as the roll covers one button.

FALL CLOTHING.

Sacque coats shorter, 1 to 3 inches.
Patch pockets stronger.
Straighter lines, and more form-fitting.
Cuffs on most trousers and more on sleeves.
Many collars on vests, roll or notched lapel.

The vests will be cut fairly high and many will have collars either of the roll or notched lapel style. Almost invariably they will be made with six buttons and one firm at least, is making a large number of suits with vests which are cut away at the bottom so that they will not button, almost giving one the impression that the wearer had "slipped a cog" while dressing and forgotten to button his waistcoat.

Patch Pockets.

Patch pockets on both waistcoats and sacques may be regarded as almost certain to be worn for Fall, but to what extent it is at present impossible to say. Some designers believe they will be very strong while others say they will not be worn to any appreciable extent.

As has been indicated before all garments will be form-fitting to a greater or less degree. The opinion has been expressed that the form-fitting clothes are required by the soft make-up as otherwise the male costume would be too "sloppy" altogether.

The "step-vent" is another feature of new Fall sacque coats that is worthy of note. As this term will be familiar to most of the trade it is unnecessary to do more than point out that the vent instead of coming directly at the bottom of the seam is located about three-quarters of an inch to the side.

To some leading clothiers there are indications that the double-breasted coat is coming back a little more strongly than it has been for some seasons.

Two Models for Fall.

Two finished models which are expected to have a large following next Fall may be briefly described as follows:—

(1) Three-button sacque, imitation cuff, heavy roll which covers the top button when the coat is open; six button vest cut high up with or without collar and straight cut trousers.

(2) Three-button coat, fairly long roll; plain sleeve with neither cuff nor vent, six-button vest and straight hanging trousers.

"All trousers," said one authority on this subject, "will be slightly narrower than they have been, but will by no no means be tight, as comfort at present is the last word in clothing design and tight trousers are not compatible with comfort."

At Westminster

Clothes Worn by Leading Parliamentarians — Only One Wearing Double Collar with Morning Coat.

A LONDON correspondent of Men's Wear, New York, writes that on one night during the debate in the British Parliament on the Home Rule bill, Premier Asquith wore a correct morning coat of black vicuna cloth. His trousers were of light gray worsted, and he had on a white soft-fronted shirt with stiff cuffs, a wind collar and black tie. He goes on to say:

Mr. Lewis Harcourt, who is considered one of the best dressed men in the House, still favors the high linen choker collar and black frock coat, though this latter garment was indeed a very smart one, for it was cut single-breasted, with a long rolling lapel, which was held closed on the waistline with a link button. There was plenty of fullness in the skirt, so much so that the material was gathered in on either hip in two or three little tucks. The skirt of the coat in front was cut well away, thus giving it a very smart and dressy swing. He also wore a black satin Derby tie; in fact, three-fourths of the men present were favoring black ties, either wide-end or of the Derby shape.

Mr. Bonar Law, the leader of the opposition, was about the only man present wearing a double collar with his morning coat, and the effect was not good. I notice Lloyd George has discarded the frock for the morning coat.

Keir Hardie, the labor and Socialistic leader, may be noted wearing a gray worsted double-breasted suit. The waistcoat was also cut double-breasted, and

(Continued on page 76.)

ART CLOTHES
COOK BROS. & ALLEN LIMITED
TRADE MARK

An Absolute Guarantee Against Last Year's Styles

It is a pleasure to know when you receive a shipment of "Art Clothes" that every garment is of this year's manufacture.

Our system of not making up clothes until ordered, eliminates any chance of you getting last year's styles.

Newest fabrics and smartest styles are only two of the many points in which "Art Clothes" are superior to other brands.

We feature overcoats, suits, and evening clothes of the most exclusive models for both young and older men.

An exclusive, but not a large stock of Art Clothes when backed by our made-to-measure department enables you to do a big business on a small investment.

Write, wire or phone for our representative to call with the new Fall models and fabrics. He will explain our interesting advertising proposition.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO.
(The Art Tailoring Co., Toronto)

M 525

M 164

M 174

Monarch-Knit Shaker and Jumbo-Stitch Sweater Coats

"The accompanying cuts give a fair representation of the "MONARCH-KNIT" range of Jumbos and Shakers for 1914.

Our extensive range gives you every opportunity to choose your trade. The enormous production of our four factories insures you prompt delivery.

"MONARCH-KNIT" is the standard for style, quality and workmanship. Keep your stock well sorted with "MONARCH-KNIT" lines. Make ready sales and sure profits."

The Monarch Knitting Co.

Limited

Head Office, - DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

M 160

M 200

M 526

Monarch-Knit Shaker and Jumbo-Stitch Sweater Coats

"Our modern and sanitary factories produce knitted goods of highest standard. Years of experience and volume of production enable us to manufacture the best value in knitted goods at the least possible cost. You are sure of the highest quality and workmanship when you buy "Monarch-Knit." "

The Monarch Knitting Co.

Limited

Head Office, - DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

Styles in Clothes as Fixed by Custom Tailors

Regret That Double-Breasted Frock is Weak—International Convention Agrees on Sack Coats, Morning Coats, Tuxedos, Norfolks, Flannels and Other Types—Detailed Descriptions.

At the annual convention of the International Custom Cutters of America, held at Washington, the double-breasted frock coat was almost doomed. It was condemned first but later the official report granted a stay of execution, and an attempt will be made to revive its use.

The official report deals with the various classes of garments in considerable detail, and reads as follows:

"We assume first that every man in the tailoring business knows what materials are fit to go into the garments for their specific use. The sack coat in America especially is principally used for business purposes. The general effect of the sack coat tends to get away from the small back and extremely skimpy shoulders, but the tight waist and the narrow coat still maintains, especially calling for a little broadening of the sleeves and slightly increased width of the shoulders. We also find that the length of the sack coat will be slightly increased. The vent in the coat is optional with the maker, but we recommend the vent as a small accessory to the appearance of the garment. It is absolutely necessary that all garments should be made soft and devoid of wadding as far as is practicable.

"As to the shape of the front this is also optional with the maker, and due consideration should be given to the attitude of the wearer. For the very erect man a coat much cut away from the front we think not appropriate, but this effect should not be given to the man who does not stand erect. We recommend for this type a three-button coat, moderately cut away at the front and very close to the waist line, thus helping to avoid the appearance of a stooping attitude. The number of buttons on the front has no connection whatever.

Double-breasted Frock Dignified.

"We wish to emphasize that the double-breasted frock coat is by no means relegated to the background. While the three-button cutaway just at this time is the most popular garment, the frock coat is worn by the highest officials of our nation, and this itself maintains the dignity of this garment. The three-button cutaway frock or morning coat should be braided. We recommend a narrow binding or narrow braid. This garment like the sack coat must be made soft—the fronts to close with one or two buttons. The waistline button should be placed high enough to display the button of the waistcoat. The general contour of this coat should be very close but the garment must be ample enough and have ease at the points required for comfort. We recommend a high waistline and the waistline must go straight around, having very little, if any, dip in the front. This gives the coat the appearance of length of skirt and shortness of waist, the prime object of the design. The sleeve of the garment is necessarily close. In order not to confuse the length of the waist we suggest the following: For a man five feet eight inches tall, a waist length not to exceed seventeen inches and full length thirty-seven inches.

The Dress Coat.

"The general outline of the dress coat should, in a measure, correspond with the morning coat, maintaining a short waist, small and narrow skirt; a front with heavy lapel and heavy collar as is now made by some of our very high-class makers. This coat should also open well at the waist, and cling closely to the waistline in the front, thus exposing the waistcoat, and the linen which, by the way, is the smart part of a gentleman's attire, and to which special attention should be directed. We also recommend a very narrow binding for this coat.

Light-weight Dinner Coat.

"Owing to the fact that so many people are dancing and whirling, we think a dinner coat has greater reason to exist and will be more in demand than heretofore. It should be of a light-weight open fabric, with very close lines, yet comfortable, with lots of ease for action, the general outline corresponding to that of the sack coat first detailed in this report, the front to close just at waistline with a loop, and a steady pull, well cut away with a close-fitting hip, and as this coat should always be worn closed, it should have side pockets well placed and comfortable, on a crescent line according to the attitude for the wearer's hands. The side pockets of the trousers should be eliminated entirely. We also recommend for this garment a velvet collar. A very wide, open U-shaped waistcoat is also a part of this suit. The wearing of soft linen makes this practicable and possible.

"Because of the craze for dancing, there is a tendency to have dress clothes made in very light weight, some using as light as eight-ounce goods. Grosgrain silks are being used for facings. Bine buttons have departed, and in their stead are the very fine silk-sovered buttons. Waistcoats, of course, are in white, mostly neat effects in silks. Trousers have braid on the side to meet the fancy of the wearer.

Tuxedos in Grey.

"This Spring Tuxedos will be in grey, and while many of the coats will be double-breasted, single-breasted ones will have their favorites, and will button once and be fairly well cut away. Waistcoats of the same goods or in black and white silk tones, have a peaked collar. The trousers are like dress goods.

Norfolks for Sports.

"As the result of the love of Americans for outdoor sports, the merchant tailor has found a new field for his wares. The variety of styles in outing garments is so numerous that it is difficult to call attention to any particular design, but it can be stated that the Norfolk effects will prevail, with the belt all the way around, or just across the back. Knickerbockers are again in fashion, and are made with extensions of the same goods, with five buttons or with a strap and buckle, the latter style being the smartest and mostly in vogue in England.

Flannels With Green Stripe.

"For Summer, however, light flannels will be very smart. Green coats with white flannels having a green stripe, and browns in the same combination, are two of the very latest ideas."

AT WESTMINSTER.

(Continued from page 72.)

his shirt and collar were of soft white taffeta. He wore a long tie, knotted bow fashion, the colors being a blue ground and green check.

Mr. McKenna, our home secretary, favors the Gladstone collar, and was also wearing a frock coat, with gray trousers and biscuit-colored spats. It will be seen from my remarks that frock coats are still favored by some of our legislators, and no doubt King George's influence is responsible for this, but outside the House of Commons there are only one or two, namely, the French ambassador, M. Paul Cambon, and the Marquis de Soveral, who still cling to this fashion: that is, in the set of men whom I would term well dressed.

Would you overcome catalogue and mail order competition?

Business Boosters Limited, Ottawa,
WILL SHOW YOU HOW

These firms represent a few of those who have used our plans —Note the results:

John T. Conway took in $3,788.83 in one day. **E. Boucher** increased his sales 56% in first two months. **Humphries & Co.** did double last year's business. **H. R. Pollock** increased his business 81% during slow time of slow year. **N. A. Arnold** increased cash sales 75% for the year. $3,400.00 cash deposited with **Bailey and Reynolds.**

WOULD YOU like to raise extra cash quickly; to be guaranteed a 20% increase in your year's business, no matter how dull the times; to overcome mail order house competition; to work off slow sellers at regular prices; to collect bad debts and turn ordinary credit sales into cash sales?

When you have given these questions your consideration write to us and find out about OUR BUSINESS-GETTING PLANS that are working out so effectively for scores of merchants; among whom are those noted here.

We will turn mail orders your way and upset club plans that now rob you of your legitimate business. *Write to-day; it costs nothing to get full particulars.*

Business Boosters Limited, Ottawa

Lion Brand—*and what it stands for*

The very best wear-resisting materials combined with the latest, snappy styles will mean general satisfaction for the boy and his parents. These features are embodied in the nifty, correctly-finished line of Lion Brand Boys' clothing.

Work up a good profitable boys' clothing department by handling the boys' favorite—Lion Brand Clothes.

Write for catalogue to-day.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at:—Clinton, Goderich, Exeter, Zurich

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

The Spring Promenade

General Tendency Towards Narrower Shoulders and Form-Fitting Garments With Wide Lapel and Long Roll — Balmacaan and Gabardines Shown—Young Men's High School Suit—Boys' Russian, Highland and Man-of-War.

What was named "The Spring Promenade" was held by the T. Eaton Co. the last week in March in their men's clothing department on the ground floor, as an introduction to their Spring styles. Many very natty outfits were in evidence and most of the new Spring styles were well displayed.

One of the wider side aisles of the department was set apart for the occasion and here round about and in and out among the tables and stands promenaded a number of living models, displaying the latest styles in men's and children's suits and overcoats.

Practically all the sacque suits showed the prevailing tendency towards narrow shoulders and form-fitting effects with wide lapels and long rolls. Many coats were made with two buttons and some with only one. One example of the latter style was an attractive suit of brown with the usual features described above in addition to the long roll which was doubtless accentuated on account of the one button.

Another model was in a shepherd's check and different from most in that it was a long fairly loose three-button sack, the buttons being black with a white edging to match the coat.

Among the young men's suits special mention must be made of the High School suit. The model seen was of a light grey cloth, the coat pleated at the back to give a sort of Norfolk effect which was varied, however, by a yoke at the shoulders. Patch pockets, wide lapels half belt and a vent in the back at the centre were further features of the garment. It was cut to follow the lines of the figure quite closely.

The morning coat was also shown. This coat as is well known has quite supplanted the frock coat for dress street wear and other occasions where the frock formerly held sway. There are some clothiers, however, in the city, who express the opinion that the frock shows some signs of regaining a little of its former vogue.

The vests for the most part were cut fairly high with six buttons and followed English models rather closely.

Balmacaans, Chesterfields, Guards.

In overcoats, of course, the Balcacaan was well to the fore. This coat is too well known to require any description. The Guard's coat was also shown with patch pockets, fancy cuffs, and belted back, the belt being in two pieces. Chesterfields too were on parade.

In raincoats the gabardines must not be passed over. These were very loose-flowing garments, silk lined to the waist, with Prussian military collar, buttoning close up around the neck.

Russian in Gun Clubs.

The children's suits showed a very great variety and excited considerable interest. For boys 2½ to 7 years the Russian style in gun club checks was prominent. These were trimmed with red or green collars and cuffs, had a V front and bloomer trousers. The "man-of war" suits were of regulation style, with long trousers having bell-mouthed bottoms

Not to be forgetful of the "Garb of old Gaul," boys' highland suits in Argyle, Black Watch, Gordon and Royal Stewart tartans were shown complete with sporran and all. Among the novelties were flannel suits with a stripe down the side of the pants, which were straight cut and not bloomer. Middy coat and detachable trimmings of red completed a very attractive little outfit.

The bigger boys were not neglected either and fancy Norfolks here seemed to be leaders as well as double-breasted styles. The overcoats for the boys were short and of the reefer type.

Children's and Boys' Hats.

For children and boys up to five or six years of age a great many mushroom models are being shown in wash goods with a suede effect. These are so made that they can be turned up at the front and otherwise manipulated. Porous linen wash hats of the same style are also on display as well as many other styles such as the Jack Tar of corded silk, linen turbans with eiderdown effect and also some velvet hats for boys from six to seven years. Ratines, corduroys, etc., are some other materials that will be used.

GLOVES FOR X-RAY WORK.

Protecting gloves generally in use for X-ray work are ordinary gloves having applied on the back a layer of rubber that contains lead, as lead is known to stop the rays. But this is somewhat stiff and lacks suppleness, and besides, it is only the back of the hand that is protected. A French inventor makes use of a fabric which is much more flexible, and it protects the whole hand from injury by the rays. The new fabric is woven from silk, which is heavily "sized" with a lead composition, so that it contains three times its weight of lead. This tissue has the advantage of being much more elastic, and acts as a very good screen for the X-rays.

ANOTHER $1,000,000 H. B. STORE

Work has commenced on the Hudson's Bay Company's store in Victoria, B.C. The cost price is expected to approach one million dollars.

The contract provides for a four-story block, with a mezzanine floor, on Douglas street, occupying the entire space between Fisgard and Herald streets. The exact measurements of the base of the building are 240 feet frontage on Douglas street and 120 feet on both Fisgard and Herald streets. Terra cotta and reinforced concrete are the basic elements in the structure, although steel will also be used liberally.

525 FEET OF FRONTAGE.

Harry Gordon Selfridge has bought the stock and site of the Lloyd Company, a big drapery firm adjoining his present store in London, called the "American," and will remodel it, making the whole one store, which will be one of the largest "island" sites in the world occupied by a single firm. Selfridge's will then have 525 feet of frontage on Oxford Street. The price is said to have been between $1,125,000 and $1,500,000.

WINDOW GOODS NOT BARRED.

"I should like to have that, but I don't suppose they would sell it out of the window," remarked the admirer of a gown which was on display in the window of a city store. Common inquiries, such as this, are anticipated by one merchant who has put a card in his window, which reads: "Any article will be removed from the window, for sale or inspection, on request."

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

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260-262 Church St.

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SAN FRANCISCO
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Imperial Pure Wool Underwear

Will satisfy any man

We have featured and specialized on men's pure wool underwear since 1880. We have centralized our efforts on underwear and have the pleasure of knowing that our efforts have been crowned with success.

Imperial Pure Wool Men's Underwear gives complete satisfaction to the wearer—the kind of satisfaction that makes them Imperial wearers for life. For the merchant, it gives a splendid customer-winning, trade-holding, profit-producing proposition—a proposition worth while.

We specialize on Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double-Thread Balbriggan.

Samples for Summer and Fall on request from your wholesaler.

Kingston Hosiery Co.

Established 1880

KINGSTON, ONTARIO

Designed for The Review by Paul O'Neal.

Helps for Gingering Up Trade in May

Dress May-Day Window With May-Pole as a Centrepiece—Flags and Bunting for Victoria Day—Some Seasonable Suggestions for Clothing Window Cards.

Written for the Review by Paul O'Neal.

AFTER all, the business life of a merchant is something of a gamble. He has no way of determining what kind of weather the season will bring or how it may affect his trade. If he buys heavily in light Spring lines, two or three weeks of lingering Winter will skim off all the cream. If he makes extensive purchases of heavy Winter goods, an open season may paralyze his best efforts to dispose of the stock to profitable advantage.

The present indications are that the Spring of 1914 is in no particular hurry to push itself on to a Winter suffering public, and the month of May may find many lines in stock that a bright and sunny April would have helped to clear away. So it will be necessary to do a little extra pushing to get the Spring lines out.

May-Pole as a Centrepiece.

Why not boost May-day in your advertising? True, it is not so big a day in this country as in England, but it will serve you something to talk about in your advertising by way of a change. It will be a theme to open your ad. with, and you can turn off on to the description of the lines you are advertising. Why not dress a May-day window? Make a tie, glove and shirt window. Arrange a May-pole for a centre-piece, substituting various lines of ties for the usual ribbons. On a card announce that the lines are fit for the "King of May," paraphrasing the "Queen of May" to "The King of May." For a suit-window you could arrange a May-pole with ribbons extending to the suits, and on each ribbon pin a price ticket with the price of the suit to which it extends. This latter is an old idea but has not been worked out with a May-pole. On the pole you can place a small card with something of this nature on it: "Are You Ready for May?" "Your May-day Suit," "Don't let May-day Catch You Without Your New Suit," or similar wording. You can also adapt this idea to your various lines of furnishings.

Victoria Day.

Another feature day for May is the 24th, now known as Victoria Day. It will take a few generations to wipe out the memory of this holiday and its associations with the beloved Queen Victoria's birthday. It is the first holiday of the year that can be looked to for outdoor pleasures. It is a day you can boom lustily as an advertising feature. By all means decorate. Decorate with flags and bunting and gay and festive appearing material. A pretty window can be made with a picture of Queen Victoria as a back centre and a small card neatly lettered with pen or small brush, "Memory of Her Never Dies." From this picture as a centre, drape flags on each side covering the entire back of the window. If you work in festoons of flowers a very effective window will be the result.

Make your newspaper ads. ring with 24th of May needs in gloves, ties, hats, shirts, collars, suits, overcoats, raincoats, and every other line or side line you

A Victoria Day window, trimmed by B. Wright for Rutledge & Jackson, Fort William.

may carry. Call attention to the needs of new things for the going-away-trips, motor trips, and other outings on that date.

There should be no necessity for cutting prices or running special sales before the 24th. The weather and season up to that date should make trade brisk if you attended to your advertising and various displays. Should a trade lull come after the 24th then price reducing may be a consideration.

Treatment of Cards.

The cards shown for May are wide in variety and should open up a field of ideas that will help you in making others that are equally as attractive or you may adapt these to your needs.

The $18 card is particularly effective and easily made. The picture is cut from a fashion plate and pasted on to a card. The background is part of the plate. In fact the piece cut is the size of the panel and the edges are lined over with a grey tint to hide where it is attached to the card. Any up-to-date figure will serve in this style of card. The lettering is done in a panel to match the panel effect of the picture. The color may be black and shaded in grey which will be in keeping with the color of the picture of the plate.

Using Black, Red and Green.

The $35 and $20 card is similar in construction to the one mentioned above. The two figures are cut from a plate and pasted on to the card. The bill-board effect makes a suitable background. Two different styles of suits are chosen here. The absence of detail in the background of the large figure makes it stand out prominently. The color of the bill-board may be cream and the lettering in red and black and figures in red. The $20 may be in black. The ground should be in pale green and the little distant scene in pale natural colors.

The card with the turned corner may be adapted to any line of goods. It is an air-brush design, with the sprig put in by hand. The lettering is in black and the sprig in green, and the oranmentation is also in green. The shading of the air-brush is in black.

The "New Designs" card is another air-brush design of very simple character. The panel is cut from a piece of paper and the mat laid on and air-brushed around the inside of it. The lettering may be in red, black or brown, the shading in some subdued color to harmonize with the general coloring of the card.

The 24th of May card is a suggestion for Victoria Day. The flag, of course, will be in natural colors of red, white and blue. The lettering may be in black which will be a contrast from the bright coloring of the flag.

With a little thought these suggestions should be adaptable to your business and give some help for your May business.

Stiff Hat a Winner Next Fall?

Cannot See Anything Else in Sight as Green Softs Have Had Two Seasons—Other Shades Killed by Cheaper Lines—Exclusive Men's Furnisher's View.

Written for The Review

"WHAT is selling best with us this Spring in soft hats?

"Why there's nothing to it but greens. Some days we don't sell anything else. And next to greens? Oh, a little of everything; blues, browns, pearls—and blues are not a whit better than the rest. I know some stores find blues in the lead, but not with our class of trade. The trouble, to my mind, with blues has been that they were brought out in cheap as well as more expensive lines and you can't mix the two. One kills the other. Same way with panamas. We used to sell $10, 12 and $15 hats. This year we will sell only an occasional one of them and there won't be many Panamas sold outside of the cheap lines. Last year's imitations killed the better class of panamas.

"Surprised at the run on greens after last Fall popularity? Ordinarily I would be at the repetition of one particular line for two succeeding seasons. But what else was there? The manufacturers were not sure of greens last Fall and so they were not made up in the cheaper grades. The result is the green hats have kept their color and look dressy all the time.

"Now for Fall! It is almost impossible to keep their hold three seasons hand running. But again, what else is there? Black stiff hats. Nothing else. I am banking on the greater strength of these for Fall.

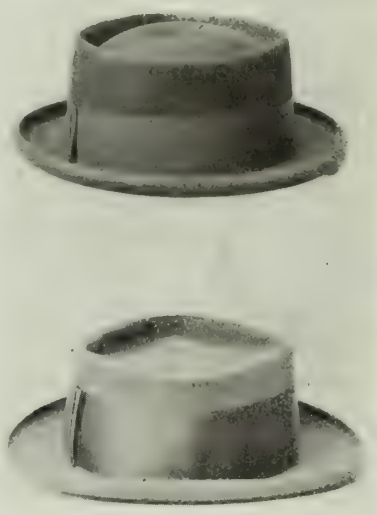
Taper and Bell-Shaped Hats Selling

Both Are Novelty Lines in Higher Grades—Much Doubt as to Color Situation for the Fall—Stiff Hats Continue Along Lines of Higher Crown.

WHILE hat manufacturers are rather chary yet about saying what novelties wil be introduced for Fall they pretty well agree that what is good for late Spring wear will also be good for early Fall.

The general tendency in stiff hats is towards high crowns and narrow brims with a medium roll. In fact this tendency is so strong that some dealers find difficulty in getting rid of their stocks of lower crowned and wider brimmed goods. The same, indeed, may be said of soft hats as well, especially with regard to the higher crowns. In the stiff hats some of the crowns are becoming so high that a slight taper is necessary and this of course again necessitates a more pronounced roll and a narrower brim.

On the other hand some stiff hats are now being shown which have a bell top. These are uncommon and extreme and it is hard to say yet whether they will take a good hold or not. For the Summer they appear a little too heavy to be very popular even with those men that like something very distinctive, but for Fall one manufacturer was heard to say that he believed the design would be quite a likely candidate for favor. One thing is certain that they are novel and exclusive and as they are said to be difficult to make it is altogether likely that the hat will be seen only in the better grades.



HAT MODELS FOR FALL.

In upper note the dish brim, back bow and crown, which can be manipulated to give fedora, diamond or dented crown effect.

Lower has light dish brim on which the flange is wider at the side than at the back and front. Note tapering crown and taffeta silk band. Both views are from the side. Courtesy of Wm. Wyndham, Toronto.

In soft hats the crowns in addition to being fairly high will be made so that they can be manipulated in all sorts of ways. At present the diamond crown is very good with the telescope a close rival. The disk brim too is good as well as the flat, welted brim and there appears to be little choice between them.

Coloring, of course, is a difficult matter to say much about, but it must not be forgotten that blues and greens have had a fair run this season and it is suggested by some that these may loosen their hold by next Fall. Any forecasts as to what is likely to be strong are largely made by eliminating those which at present seem least probable. If prospects for brown are not of the best, and opinion on that matter is divided, and if blue and green should become less popular, then there is little left but grey and black. Of these, grey is always good and, as was pointed out lately in The Review, black soft hats are now regarded by some as a possibility for the Fall season.

Pearl Grey Hats for Fall

New York Authority Says Blue and Green Must Go to the Discard—Higher Crowns in Stiff Hats —Three Season Novelties.

The American Hatter thus deals with the Fall hat situation so far as New York and the States generally are concerned:

In soft hats the first consideration is color. Greens and blues have been favored for several seasons—it would appear to be time to relegate them to the place that is reserved for all things that have served a useful purpose. This Spring both these colors are again paramount—wise merchants will clean out their stocks on these colors and prepare for something else next Fall. Seal browns and dark grays are strongly in evidence this Spring, but it is hardly to be expected that they will develop to first place for the season to come. There are many predictions that the answer is pearls and there is ample reason for this opinion. Fancy colors have ruled for so long that a reaction is to be expected.

Shapes are a more difficult feature. This Spring, the centre of demand will be high crowns and narrow brims. The crowns with the drop tip, modified telescope, diamond telescope or double crease, is so manipulated as to give a full crown effect at all times. Dish brims and pencil curls are universally favored, entirely superseding every other brim effect.

Draped Sashes Good.

For trimmings the current season will find draped sashes supreme for the high-grade hats. This is the first season that they have been worn generally and whether they will carry over into the Fall is problematical but unlikely. For the new trimming effects there are changeable color bands in both the taffeta and grosgrain effects, wide bands,—30 and even 36 line—and the new, fancy bows, one with large loop, small centre and flying end, and another being the "necktie" bow.

To Higher Crowns in Stiff.

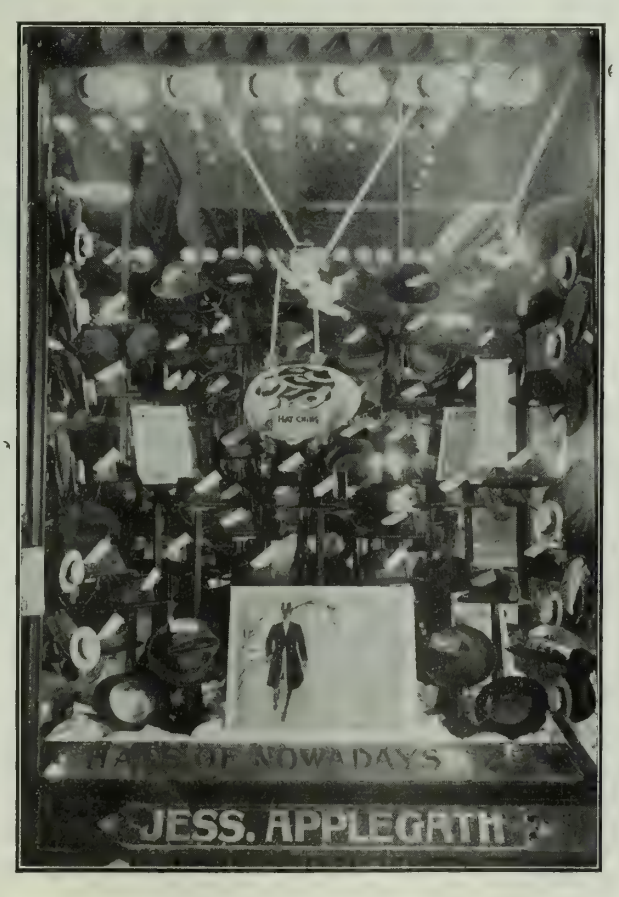
For stiff hats the tendency is more clearly defined. Low crown, full tip, wide brim styles have reigned for some years, the evolution producing a constantly lowering crown and widening brim until the limit was reached when the brims came in gradually and crowns were raised slightly. Crowns have reached the point now where, if raised still further, they must be taken in at the tip to preserve a sightly appearance, and just as soon as the taper crowns develop it is necessary to roll and set the brim and, of course, the brims become narrower. This is just the evolution to-day.

(Continued on page 90.)

Two Contrasts in Easter Window Trims

This a view of two-thirds only of this Easter window, the other third being a clothing section on the right. Note the hats thrown into relief by a white felt background. The stiff hat on the extreme left on a stand is the new "bell" shape, curving in at the sides, and almost flat on the top. This window was trimmed by Clifford Cousins for Holt, Renfrew & Co.

"Hat-ching" Time



This "Hat-ching" window of Jess Applegath, Toronto, attracted much attention. A huge papier-mache egg was broken and little hats filled the inside and were strung along the sides and across the top.

"Bread Upon the Waters"

Odd Form of Advertising Adopted by Departmental Store of Selfridge & Co., of London — A Column Talk on Policies Appearing Every Day.

THE great London department store of Selfridge & Co., Limited, have adopted a unique style of advertising in one daily paper, the Pall Mall Gazette—different from almost every other ad. that is appearing to-day, although once in a while John Wanamaker indulges in a somewhat similar strain. No prices about it; no mention even of any line of merchandise, but, withal, interesting and rather compelling; with an attractive, personal, and confidential, chatty tone about it. Truly, it looks like what they style it in the heading: "Bread upon the waters," that may not return in to-day's or to-morrow's sales, but "after many days."

But it is a pretty safe guess that the "days" will not be very many after all; the very originality—one had almost said daring—of the process has a striking effect, and it runs likewise along a most logical track. It is worth noting in referring to this huge institution that Harry Selfridge, the chief, is a graduate of Marshall Field's, and has just paid nearly $1,500,000 for an addition that, besides adding to the acreage, provides a total of 525 feet of display frontage.

But here is this strange advertisement (it is too dignified to call it an ad., surely):—

Selfridge & Co., Ltd. (*Editorial Rooms*)

Oxford Street, London, W.

NOTE.—This column is occupied every day by an article reflecting the policies, principles, and opinions of this House of Business upon various points of public interest.

SELFRIDGE AND CO., LTD.

"Bread Upon the Waters."

By Callisthenes.

Economy in business management is good, but, practised at the wrong time and in the wrong direction, nothing is more certain to stunt a business in its growth. The expense account is ideally administered when it is used in the fostering and furthering of good ideas, and the house that only sees the expense entailed, and has no vision of the beyond, is lacking in imagination, the very mainspring of commercial enterprise.

We believe in spending money. We preach it. We practise it continually, and hope the day will never come when this business will fail to back a good idea because of preliminary expense. Breaches of nearly all the commercial decalogue have been laid ot our door from time to time, extravagant outlay among them, but we have never yet been accused of parsimony in the ordering of this business, and we hope we never shall.

* * *

We regard that expense account of ours in very much the same way as the good husbandman regards his seed corn—something not to be used sparingly; or as the Egyptian Fellah, following the proverb literally, casts his "bread upon the waters" of the flooded field, in the sure and certain hope that "it will return to him after many days."

With the prospect of harvest to come, what wise man will begrudge the expense of proper planting?

Accordingly as this business expands and thrusts its spreading roots ever deeper into the daily affairs of the community, new necessities (we had almost written "excuses") arise for larger expenditure, and our expense account shows a healthy growth; but knowing that each additional item stands for some new effort that is aimed to bring about improvement in some direction, it does not disturb us in the least.

We believe that many a time in business, when success and failure hang even in the balance, a bold spending policy, a scrapping of old machinery and method and a generous expense account save the situation and swing the balance down. We are sure, too, that many another business economizing at the wrong time and in wrong directions has died of inanition.

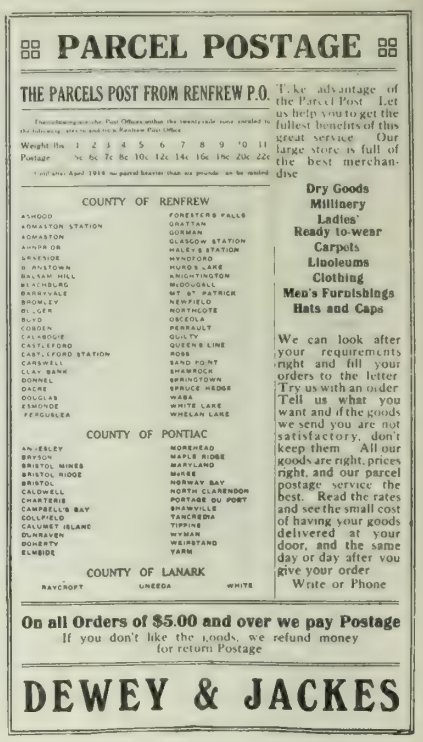
* * *

Waste is quite another thing, and is as fatal to success as false economy. Waste we will not have nor parsimony, but any plan that is brought before us that seems to offer a fair promise of bettering this house in its relation to the public service, directly or indirectly, shall have its chance of making good, and contemplation of incidental expense will not deter us for a moment.

* * *

Not being politicians, we have always attached more importance to deeds than words. We have done things first, and if we have talked of them, it has been only after full accomplishment; we have sowed our seed corn unsparingly; we have "cast our bread upon the waters," and the return has been the great and growing measure of confidence in this house and liking for its policy shown so unmistakably by the British public.

FORMS OF PUBLICITY



PARCEL POSTAGE

THE PARCELS POST FROM RENFREW P.O.

Take advantage of the Parcel Post. Let us help you to get the fullest benefits of this great service. Our large store is full of the best merchandise

Weight lbs. 1 2 3 4 5 6 7 8 9 10 11
Postage 5c 6c 7c 8c 10c 12c 14c 16c 18c 20c 22c

Until after April 1914 no parcel heavier than six pounds can be mailed.

COUNTY OF RENFREW

ASHDOD, ADMASTON STATION, ADMASTON, AMPRIOR, ARNSMOR, B. ANSTOWN, BALSAM HILL, BEACHBURG, BEARDSVALE, BROMLEY, BULGER, BUTT, CORDEN, CALABOGIE, CASTLEFORD, CASTLEFORD STATION, CARSWELL, CLAY BANK, DONNEL, DACRE, DOUGLAS, ESMONDE, FERGUSLEA, FORESTERS FALLS, GRATTAN, GORMAN, GLASGOW STATION, HALEY STATION, HEYDTORD, HURDS LAKE, KNIGHTINGTON, McDOUGALL, MT. ST. PATRICK, NEWFIELD, NORTHGATE, OSCEOLA, PERRAULT, QUILTY, QUEEN'S LINE, ROSS, SAND POINT, SHAMROCK, SPRINGTOWN, SPRUCE HEDGE, WARE, WHITE LAKE, WHELAN LAKE

COUNTY OF PONTIAC

ANJEESLEY, BRYSON, BRISTOL MINES, BRISTOL RIDGE, BRISTOL, CALDWELL, CHARTERIS, CAMPBELL'S BAY, COLLFIELD, CALUMET ISLAND, DUNRAVEN, DONERTY, ELMSIDE, MOREHEAD, MAPLE RIDGE, MARYLAND, MARBE, NORWAY BAY, NORTH CLARENDON, PORTAGE DU FORT, SHAWVILLE, TANCREDIA, TIPPING, WYMAN, WEINSTAND, YARM

COUNTY OF LANARK

RAYCROFT, UNEEDA, WHITE

Dry Goods
Millinery
Ladies' Ready to-wear
Carpets
Linoleums
Clothing
Men's Furnishings
Hats and Caps

We can look after your requirements right and fill your orders to the letter. Try us with an order. Tell us what you want and if the goods we send you are not satisfactory, don't keep them. All our goods are right, prices right, and our parcel postage service the best. Read the rates and see the small cost of having your goods delivered at your door, and the same day or day after you give your order. Write or Phone

On all Orders of $5.00 and over we pay Postage
If you don't like the goods, we refund money for return Postage

DEWEY & JACKES

Example of parcel posts ad. in which list of post offices within cheap zone is given.

Calgary, Alberta

THE HUDSON'S BAY COMPANY

"The Great Traders of the Great West"

DURING your sojourn in Calgary The Hudson's Bay Company extend to you a personal invitation to visit their Store; to make their Store your headquarters, offering to you the conveniences of their Elizabethan Restaurant, Cafeteria, Smoking Room, Rest Rooms, Reading Rooms, Free Checking Rooms, Rendezvous, Information Bureau, Retiring Rooms, C. P. R. Telegraph Station and Post Office.

This Store has many unique attractions in special exhibits of merchandise, representing the creative genius of all the world, and we feel that it may undoubtedly be considered the most interesting commercial attraction of Calgary. You are welcome and you will not be urged to buy

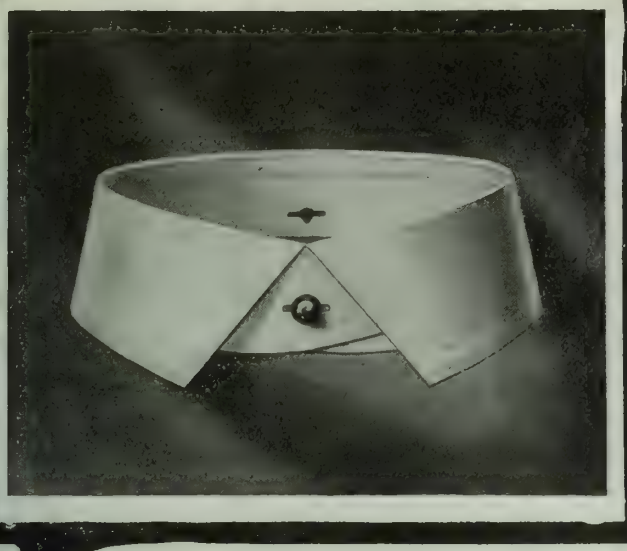
Thanking you in anticipation of the honor of your patronage, we are,

Yours faithfully,

THE HUDSON'S BAY COMPANY.

WELCOME TO TRAVELERS.

Form of personal message on embossed notepaper sent by Hudson's Bay Company of Calgary to men registered at local hotels.



Selling Point, No. 3

White Now—
Always White

Unlike the old style celluloid collar, some inferior makes of rubber goods and poorly laundered linen collars,

Arlington Collars

never turn yellow or lose their fresh, white appearance when kept washed with soap and water. Arlington Collars are a third heavier than other makes at the same price. They allow the tie to slide easily.

Samples sent upon request.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Two dozen reasons why you should handle Deacon Shirts

The second twelfth of a dozen

Expert Operators:

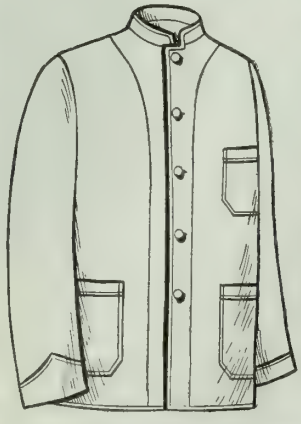
Of equal importance with experienced managers and designers are expert operators — operators whose work passes the examiner as excellent. We employ only the best, and their work shows that deft touch which at once appeals, perhaps unconsciously, to even the laboring man. Their work looks smooth and substantial. This is one reason why **Deacon Working** and **Outing Shirts** have such a big sale with the men and boys of Canada.

Let us submit our latest samples, showing the new styles and fabrics.

The Deacon Shirt Co.

BELLEVILLE, ONT.

Haugh BRAND



Duck Trousers—
$9.00, $10.50, $12.00, $15.00

Duck Coats—
$9.00, $11.50, $12.75, $13.50

As Illustration—
$11.50, $12.75, $13.50.

Duck Vests—
$9.00, $11.25, $12.00, $12.75, $13.50.

Aprons—Carpenters'—
$2.25, $2.50.

Aprons—Butchers'—
$2.50, $2.75, $3.00, $3.50

Haugh Brand garments, in dust-proof packages.

Ask for samples of your requirements or let us send you Catalogue.

Defiance Mfg. Co., Ltd.
College & Bathurst Streets
TORONTO

Pleated Shirts With Stripes for Fall

Easter Novelty Lines Promise to be Strong in Fall—Shown Mostly in Double Stiff Cuffs—Flannels Going Well.

WHILE many of the shirt manufacturers have not their Fall lines ready for showing yet, several have come out with lines that seem to be taking well in the districts they have covered so far. One of the most popular of the novelties would appear to be the pleated shirts running either vertically or across. The former are preferred as it is difficult to match the stripes on both sides of the centre: that is the line on the left is apt to be either a trifle above or below its mate on the right.

These stripes come in a variety of colors, some very vivid, and it is these that are the most preferred. Mauve is quite a favorite, and a combination of black and red in alternate groups, while tan is found in combination with several other colors. The old reliable blue, of course, is quite to the fore.

The pleats are of the small, half up half down variety, and the "straight up" ones are shunned as too difficult to launder. The others can be done at any corner laundry without trouble, and present none of the problems of the "mushroom" shirt for dress wear.

It is argued in favor of the pleats that the idea has secured a decided revival of interest, after it had disappeared for several years. The present Spring is giving indications of the revival, as The Review has shown, and with this impetus it is felt that the shirt is likely to go well in the Fall, as it is so much better adapted in weight to cooler weather.

The cuffs so far shown are laundered, the soft ones being limited mainly to silks and flannels. The double cuff is very strong in the laundered form, however, and more are being shown in these pleated patterns than the single.

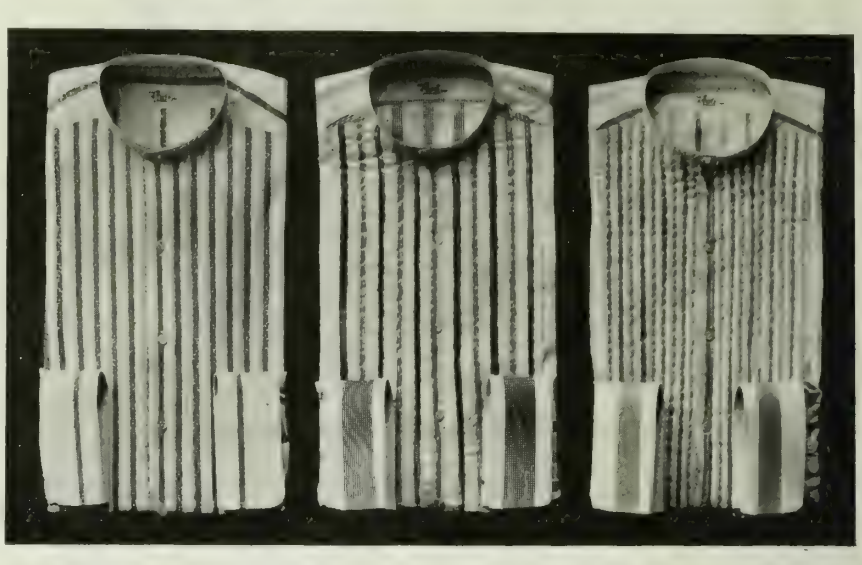
Russian cords, which are showing for Spring with fair strength, are promising for Fall in the more delicate shades. One manufacturer places the order of sales so far as follows: cream, leading; white; champagne and blue in the order named. Crepe effects in creams and pale blues, will do well in fancy stripes.

In Scotch flannels, greens, reds and browns are showing a good demand. For golfing soft greys, soft tans and blues, as well as blacks and whites are going well.

Lounge collars with shorts, are reported strong, despite the fact that some manufacturers add $3 a dozen for them.

This is true in silks as much as in anything, although some American cities report the silk lounge out entirely. The soft band remains on silk shirts in wool taffetas and other of the better lines.

The single cuffs are reported to be weakening in nearly every class of shirt.



Samples of Fall shirts, showing the pleats and stripes. The first is a stripe; the second black and red stripes alternating; the third has mauve stripes. Note double, stiff cuffs in each case. Shown by Tooke Bros.

KING WEARS HIGH BOWLER.

Many Think That Men Should Stick to Style That Suits.

In spite of a great deal of talk about the fashion in derbies there are many who believe that when a man gets a shape in a hard hat which suits him he does well to stick to it and not to follow every whim of fashion. Among these may be counted King George who has, always favored a bowler with a rather high crown. The hat he wore at the International Rugby match recently, in addition to the high crown, had a very heavily curled brim. He was also wearing the wing collar which now bears his name.

Speaking of hats, one of the leading hatters of London was heard to say that velours are dear. He went on to say that they went flat because so many imitations were introduced, and the style was never taken up enthusiastically by the well-dressed man.

Rough carded felts in heather shades look as if they were going to be a feature of metropolitan headgear. Heathers were to be seen in London last season but in more subdued colorings. This year many are being worn and the colorings are very brilliant. Contrasting shades are also being shown with the hat of one shade, say, grey, and the under brim a dark shade of navy or a contrasting color. Many of the new season's samples show the bow towards the rear.

A STORY WITH A MORAL.

While speaking recently of the value of advertising a prominent merchant related the following:

A man entered a shop one bitter cold day and bought a woolen muffler. When he opened the muffler, he found inside of it the photograph of a beautiful girl, together with a note saying: "If you are single, please write to me." A name and address followed, and the man smiled. He was single, and he put the photograph on his sitting-room mantel. There, every evening, looking up from his book, he beheld it. It was very beautiful, and in a week he had fallen head over heels in love. So he wrote to the girl. Another week passed, a week of anxious, nerve-racking suspense. Then the lovesick man received this crushing letter:

"Sir—The Mary Smith to whom you wrote was my grandmother. She died nine years ago, aged eighty-six.—Yours truly."

The heart-broken bachelor, on looking into this strange matter, found that he had foolishly bought the muffler from a dealer who didn't advertise.

KANT KRACK Coated Linen Collars

How often---

the little things control bigger ones

They often hold within their grasp the means of turning the tide either way. So it is with the collar business. Most men are collar cranks. To sell an ill-fitting collar is sure to turn away bigger trade.

KANT KRACK collars are an absolute guarantee against dissatisfaction. They are an assurance of continued satisfaction, perfect fit, perfect service. The flexible lip and the long slit over the back button hole are responsible for its long wearing qualities.

Its smart style, perfect fit, and the no-laundry bill (washed with sponge, soap and water) appeal to men of all classes.

Made in Canada. "One grade only and that the best." Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

CEETEE

UNSHRINKABLE

UNDERCLOTHING

PUREST WOOL ONLY

The C. Turnbull Co. of Galt, Limited

Galt Ontario

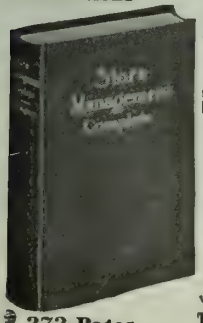
Worn by the Best People

Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.

TORONTO

—the latest in men's coat forms

Merchants, here's just the form to show off those natty Spring and Summer suits you have just got in. The round, narrow shoulder of this 5E coat form conforms, with the greatest amount of accuracy, to the English-American styles so popular at the present time. Makes the collar stand up without bulging or straining. The front hangs right, either buttoned or unbuttoned.

PRICE.

No. 5E, as cut	$ 5.00
9 in. round base in black Japan	4.50
9 in. round base in oxidized copper	6.00
Vest Form (Japanned)	3.00
Vest Form (Ox. Copper)	4.00
No. 6A Coat Form (any plating) with oak stand and revolving motor, with heavy steel springs, as used by "New York Tailors"	30.00

(Revolves 12 hours without winding.)

Form Booklet sent on request.

A. S. Richardson & Co.

99 Ontario Street, Toronto

The first manufacturer of Wax Figures, Forms and Display Fixtures in Canada.

A new moderate-priced Triplicate Mirror

—a selling help no store should be without in the clothing and ready-to-wear departments

No. 66A $48.00

There was a day when a merchant would not dare allow his customer to see the back of a garment being tried on — but that day is gone. No merchant can hold his business to-day if he does not give perfect fit and satisfaction with every sale in the clothing and ready-to-wear departments.

This triplicate mirror, like all

Clatworthy Fixtures

has a reputation for superior workmanship and high quality materials to sustain. It is made with a strong, yet light, metal frame in the popular oxidized copper finish, heavy British bevel mirrors, with back of quarter-cut oak, handsomely marked, mounted on ball-bearing casters, easily moved about. **Let us send you our big catalog showing the complete Clatworthy range of store fittings and display fixtures.**

CLATWORTHY & SON, LIMITED

The largest makers of Display Fixtures in Canada

Established 1896 — **161 King St. W., TORONTO** — Incorporated 1908

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

SHOW CARD

Writing opens up Better Positions with Increased Salaries to those who KNOW HOW. YOU CAN LEARN HOW with a little expenditure of time and money by taking the

EDWARDS SHORT CUT SYSTEM

Conducted by THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts., TORONTO
Write for Free Booklet To-day — Mention this magazine

Kindly mention this paper when writing advertisers.

Bulldogs, Alligators and Butterflies in Ties

All Kinds of Fantastic Samples Being Sent Forth—Several New Lines of Tango Ties—Suggestions for Extensions to Political Subjects, Places, Etc.

"THE wilder the pattern the better they like it," said the manager of a large neckwear firm, when speaking to The Review regarding the tie novelties, which are now coming forward.

His remark was well corroborated by the samples shown by various firms for on them were to be seen figures of birds, bees, animals, flowers, tangoing "humans," in fact everything.

"The moth inspector will sure have a busy time when the fellows start wearing these," laughed another, as he began to unfold a number of swatches with designs of moths, butterflies, etc., on them. And still they come, with no end to the variety, Japanese, Bulgarian, Roman stripes, club stripes, plaids, checks; they are all there, and manufacturers and jobbers are quite confident over the future of even the most striking creations.

Nor must the "tango" ties, which have been mentioned before, be forgotten, and various patterns of these are now being put on the market and wholesalers report receiving orders for them from all parts of the country. The same materials, failles, crepes, and bengalines hold their own well. Knitted ties, too, continue to be good sellers in the higher priced grades, but in the cheaper lines are said to be dead.

FOR WINDOW DRESSING.

Suggestion for making up a tie to give it a trimmer look, by E. A. Morgan, with Hickey & Pascoe.

Here's where we get the alligators and bulldogs. Almost enough to make you creep. Shown by Wm. Milne, Toronto.

Judging by the patterns that are being turned out at present we need not be surprised at what happens next. The dog fancier can now ride his hobby to the extent of wearing the portrait of his favorite bull just under his chin. The student of natural history will be able to indulge his taste even in the street car, by studying the alligators, lizards, butterflies or what not, which will now be displayed on the bosom of the man across the aisle.

When our manufacturers are at it why should they not make designs to catch the various fraternal organizations in the country? Just think how every Oddfellow or Mason would start if he should see some of the interesting incidents of his experience "riding the goat," pictured on his neighbor's tie. What a deal of handshaking it would cause.

Pictures of the Parliament Buildings, city halls, and other public buildings might furnish other suggestions. It is possible that in future a man's tie rack will be a regular album of pictures of "greater Toronto," or "greater Montreal," or "greater Winnipeg," or "greater Vancouver;" or it might be a series of views of life in the Canadian Northwest. Politics suggest still another field, neckwear bearing portraits of Carson or Redmond would doubtless meet with ready sales.

These views may appear a little extreme but it must not be forgotten that a year ago very few, if any had the faintest idea of anything like the tango tie or the bulldog or alligator pattern, yet we see these on the market to-day. Meanwhile the public must set back and like the clown in the circus say, "Well, I wonder what will happen next."

C. J. Angers and G. M. Deschenes, of Morinville, Alta., dealers in dry goods, men's furnishes, small wares, fancy goods, carpets, etc., have dissolved partnership, and Mr. Deschenes will hereafter be the sole owner of the business. The old firm name had been G. M. Deschenes, the Dry Goods Man.

New types of Tango ties shown by Wm. Milne, Toronto.

Men Active in Association Work in Manitoba

HORACE CHEVRIER,
Re-elected president of the Manitoba Provincial Board of the Retail Merchants' Association.

H. P. STORY,
Treasurer of the Manitoba Provincial Board. Mr. Story is manager of Hobberlin's, Winnipeg.

R.M.A. CAMPAIGN IN MANITOBA.

The vigorous work of the Retail Merchants' Association in the sister Provinces of Alberta and Saskatchewan has stirred Manitoba up to a similar effort, and the provincial board has started a campaign to cover every district of Manitoba. Among the features of legislation in Saskatchewan that are attracting notice in Manitoba is the operation of the Small Debts Act, and the board will endeavor to secure legislation along the same line.

During the past year, however, much has been done even without the province-wide organization. Success has attended the board in opposing some objectionable amendments to the Bulk Sales Act, the King's Bench Act and the Chattel Mortgage Act, the Law Amendments Committee of the Legislature upholding the merchants in all their claims.

Such has been the confidence inspired in the officers of 1913-1914 that all were re-elected unanimously at the annual meeting, as follows:—

President—Horace Chevrier.
First Vice-President—W. T. Devlin.
Second Vice—W. J. McPherson.
Treasurer—H. P. Story.
Secretary—J. F. Kennedy.

BUSINESS NEWS OF THE WEST.

Winnipeg, April 14—(Special).—The following are among recent business movements in Western Canada:

Ham & Motherwell, Willson Building, Winnipeg, wholesale dealers in smallwares and gents' furnishings, have opened a retail store, at 488 Main street, to be known as The White Store.

H. Tuppling, men's furnishings, Saskatoon, sustained loss of $40,000 with $30,000 insurance, when fire destroyed the Cole Block, April 6.

R. Dawson has recently opened a new store at 624 Main street, Winnipeg, with a complete line of clothing and men's furnishings.

E. H. Taafe & Sons, Ltd., Winnipeg, agents for manufacturers of gents' furnishings, who were burned out recently, have taken temporary quarters in the Ryan Block, third floor.

Lautus Limited, manufacturers and importers of silk, have moved their offices from 52 Gertie street, Winnipeg, to 28-29 Cumberland Block, corner Hargreave and Cumberland avenue. A ladies' and gents' tailoring department has been added.

WILL ORGANIZE MANITOBA.

J. W. Neil, who has been appointed provincial organizer for Manitoba of the Retail Merchants' Association of Canada.

PEARL GREY HATS FOR FALL.

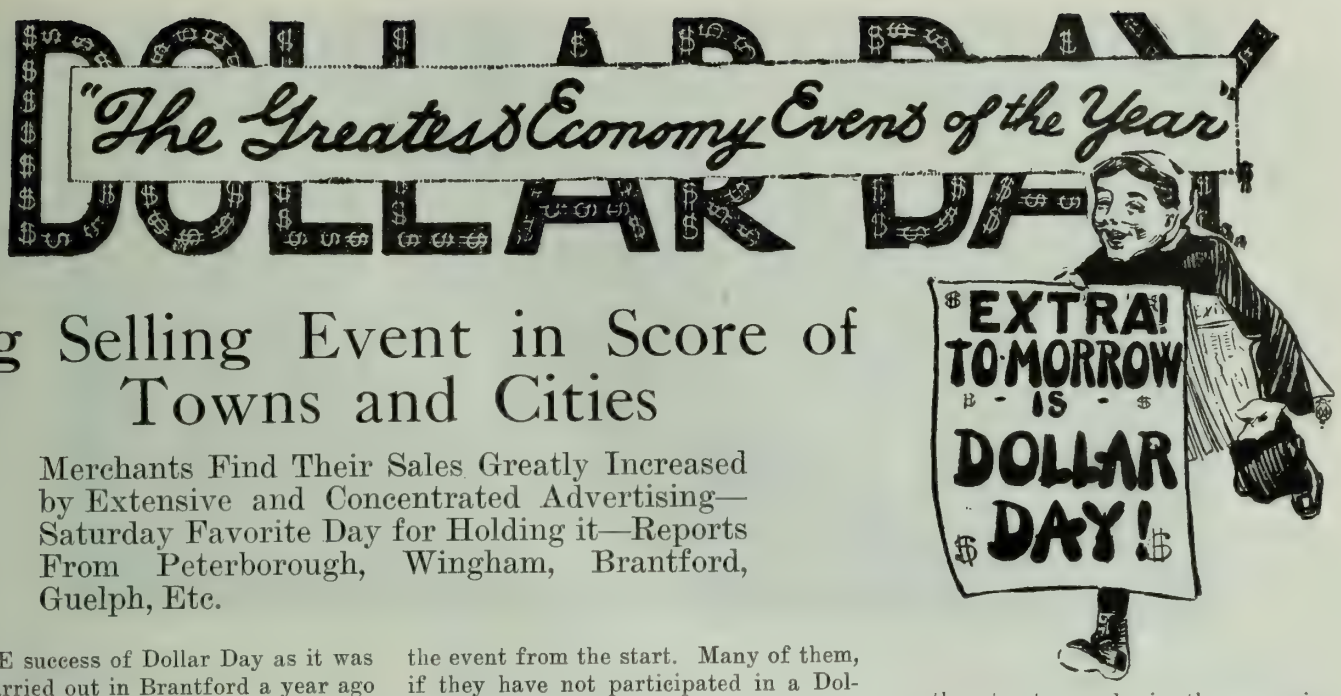
(Continued from page 82.)

Three Novelties for Season.

But this season it is quite possible that there will be a pause in this routine long enough to permit the introduction of extreme novelties such as the bell-crown and the taper-flat top effect.

There are, therefore, three distinct novelties provided for this season—the extreme taper oval with high roll brim, the bell-crown and the taper-flat top. Which of these will survive as a Fall leader it is not possible at this time to predict.

JAMES McNEIL,
Who was elected treasurer of the Winnipeg branch of the Retail Merchants' Association of Canada.



Big Selling Event in Score of Towns and Cities

Merchants Find Their Sales Greatly Increased by Extensive and Concentrated Advertising—Saturday Favorite Day for Holding it—Reports From Peterborough, Wingham, Brantford, Guelph, Etc.

THE success of Dollar Day as it was carried out in Brantford a year ago and later on in Calgary, Alta., has led a number of other Ontario towns and cities to attempt to duplicate the record of the other two places, and almost without an exception the results have been most gratifying. So much so that there has been some clamoring for a repetition next year, a few even urging that it be made a semi-annual event. It is as if it were a public holiday, but unlike this in fun-making giving place to business, a piling up of purchases on purchases, where the surrounding district joins the citizens in flinging broadcast their dollar bills and rejoicing the hearts of the merchants at sales increased sometimes to huge proportions.

It is no wonder the merchants like it. Dollar Day to them is an occasion when their advertising brings such results as justify their expenditures many times over. It is a time for clearing odd lines and left-over goods. It is an opportunity for devising ingenious bargains and methods of advertising them. No matter what line of business a dealer is engaged in, there is always a way in which he can make use of Dollar Day. It is a time when the country folk drive in for miles around and in some cases make purchases for many months ahead.

Townspeople Enthusiastic.

The public like it, too. Their curiosity is aroused—their interest in the big shopping festival is awakened—they desire to purchase some of the goods advertised in the newspapers—and they come. They come from the north, the south, the east and the west—on trains and radials, others in horse vehicles and still others on foot—all bent on one purpose, to see and be convinced, and to save money by spending it. Of course, the townspeople are enthusiastic about the event from the start. Many of them, if they have not participated in a Dollar Day before, have at least heard of it, and they quickly decide that the occasion is no ordinary one.

Brantford's second trial was highly successful and some remarkable bargains were produced as leaders by a a number of the stores. The "Expositor" also produced — or described — "The Mysterious Mr. Dollar," and a reward of $10 for his capture helped to stir up interest in the event.

Clothiers and Haberdashers, Too.

Woodstock marks down Saturday, February 21, as a record day in the history of its retail merchants. In describing the results, W. J. Taylor, of the "Sentinel-Review," says: "Dollar Day was a huge success in Woodstock—much greater than either the merchants or we ourselves anticipated. The dry goods, clothing and haberdashers, and boot and shoe stores practically all did a business larger than on the Saturday before Christmas, which is generally conceded to be the best day in the year. The hardware, drug, book and fancy goods and furniture dealers, speaking generally, did about double the business they would have done on an ordinary Saturday at this time of the year. The groceries and meat shops all had a much larger day's business than they would have had otherwise, and there were more farmers in town on 'Dollar Day' than on the Saturday before Christmas. The day was so successful that the merchants are determined to hold a 'Dollar Day' twice a year in future."

In Guelph the two newspapers co-operated with this result: "Dollar Day in Guelph was pronounced by the merchants co-operating to be a huge success. Although there were only ten days to advertise the event, great crowds were on the streets early in the morning, awaiting admittance to the many stores offering Dollar Day bargains. Many of the merchants report record business, and although a large number were skeptical in the first place, they are now convinced that Dollar Day is a good thing. It will probably be an annual event in Guelph."

Sold Paper for 175 Rooms.

Peterborough celebrated on March 14. One example of the heavy sales is furnished by one firm, Trebilcock Bros., who sold wall paper for 175 rooms on the one day!

Getting Them by Poetry.

Tuesday, March 17, was the day selected by the newspapers and merchants for Dollar Day in Wingham and the public were exhorted to "Combine business with pleasure and be in Wingham on St. Patrick's Day." Both the Times and Advance carried a large amount of extra advertising and the day was a big success. In the way of general advertising the Advance printed an interesting poem, the last verse of which reads:

Come in spite of wind or weather,
Just as early as you can,
Have your work all done on Monday,
So that naught can spoil your plan,
And surely bring your dollars,
The dollars old and gray,
The false and fickle dollars
That lead us all astray;
The worn and weary dollars,
The shy and sheery dollars.
We want all kinds of dollars
On Wingham's Dollar Day.

Special prizes were given for the farmer bringing the largest number of persons in one load, the oldest lady buying

(Continued on page 98.)

Men's Footwear Window in Goodwins, Limited, Montreal

This is a very attractive display photographed specially for this issue of The Review. This window makes an appeal to the better class trade and, in addition to walking boots, riding boots, puttees and leather leggings are shown. These come in black and also in tan.

The floor of the window and the built-up stand is covered with pale grey felt, and the puffed drapery on the floor and stand and the drapes around some of the fixtures are of grey satin. Besides shoes, evening pumps and silk, cashmere and lisle hosiery are used to complete the display.

The fixtures in the shoe section are low, to correspond with the rest of store.

Medium Recede Toe the Best Seller

Extreme Style With Acute Drop Not in Such High Favor—Tans Still Selling Well—Heels Lower and Broader—Buttons May be Stronger—Some Fall Prophecies.

IN the larger centres the long recede toe promises to be the strongest seller. This is still too great an innovation, however, to have made its way in the smaller places to any great extent, and the medium recede will still be the leader. There is noticeable, too, even in the big centres a certain objection to the extreme recede on the ground of lack of comfort, and men are not yet the slaves of fashion to the extent that so many women are.

Thus, on the whole, the modified recede will be the leader, without the acute drop.

There is a tendency to lower heels, and the "custom" style is very strong.

Tans still promise to sell well, and here again the tastes run counter to women's where this line is practically dead.

The simple bal has the first call, with blind eyelets, giving a slim effect that matches well the latest design in trousers. The blucher will still be good for the heavier winter styles.

The demand for cloth and fancy tops is not great as yet although the dancing craze threatens to strengthen it by Fall. Some are disposed to declare that buttons will be strong, but so far there is little indication of much of an increase in demand.

A Boston authority picks the modified recede, minus the acute drop at the toe, as generally the strongest line, extending for Fall from city to country. The next is the medium high toe with one-inch heel. The swing last with almost a straight inner line is making some progress.

Mahogany tan bal with perforations and long receding toe. Shown by the Cook-Fitzgerald Co., Limited, London.

The Boot and Shoe Recorder of Boston, in a review of Fall styles for men has this to say:

"The bal predominates in city lasts in simple effects with invisible eyelets and small round laces. The new Raglan blucher with wide opening at the throat presages a popular approval. The simple bal, blind eyelet up to the two top hooks, is in line with the slim trouser styles predicted. The full vamp without cap or stitching is evident in tan models. Button effects diminishing on account of recede toe lasts. The only salvation of the French toe is in its sale to extreme dressers who wish to be different. The elongation and the sharp drop at the tip necessitate long fitting. If the fitting is made from end of heel to ball it will not be uncomfortable, but size taken according to stick will be unsatisfactory.

Heels Lower and Broader.

"Heels will be lower and broader to give that flat appearance. The extreme low and the extreme high are not used. The block, wedge and flange heel are general with right and left cuts, concave breasted or square. Wood peg top lifts noted on high grade shoes are simply a novelty feature. All lines show a breadth of shank that indicates good fitting. The straight tread effect with its longer vamp makes a substantial shank necessary. Edges on all shoes will be closer than ever before.

"Simplicity rules. The stitched tip is popular and perforations are waning —two rows of stitching across and two rows with space lead. The corded tip in the West and quite a number of the small prick perforations are seen. The round-cornered top supersedes the sharp edge. The pull strap is eliminated, giving way to the leather cleat, wedge and roll. Wing tips, perforations and saw tooth edges return in heavier grade footwear. With many styles carrying full rubber heel and sole in tan, black and mahogany shades, the Fall outlook is good except for the influence of a strong rubber sole in summer that might diminish the Fall demand. Shoes fitted with rubber heels represent a decidedly new feature."

INFLUENCE OF ENGLISH STYLES.

The "Shoeman" of Boston, in a review of Fall styles, says:—

In men's shoes the probabilities are more clearly defined than in women's. As we have heretofore pointed out, the tendency is still strong toward the recede toes with low heels, the so-called custom effect. This extends down into the medium grades. The medium high round toe is undoubtedly still a very considerable factor, but the tendency is as above noted. Shoes with broad shank basis are prevalent more than ever.

English styles are very seriously affecting the style trend in America.

The weight of soles in men's shoes has a tendency to become lighter, the single sole being a strong favorite.

The narrow square toe last is being shown extensively and will have some call as a feature proposition, but not in large volume.

Rubber sole styles for Fall will be shown a bit more than a year ago, although this feature is not being pushed as we believe it might be for Autumn selling.

Cloth tops in the better grades will see quite a bit of action for next Fall's selling.

The unperforated tip is not likely to prove a big seller, but will be bought in some small degree.

TANS IN NEW YORK.

A New York correspondent in dealing with shoe styles in that city states that in men's most are shown straight lace with very few buttoned. A few samples are seen in high class lines of tan buttoned, with buff color cloth tops. Some of these have pearl buttons.

A peculiar combination is a bal with vamp of gun metal and tan upper. While this is not likely to sell well, tans unquestionably are booming, the direct opposite to the tendency in women's.

The English walking lasts are used to a great extent in high class shoes, and Oxfords as well.

ADVANCE IN PATENT SOON.

Several Canadian manufacturers have notified their customers that there will be an advance in patent leather after the first of next September. This is partly due to an increased demand for calf skins as a result of the removal of the U.S. duty on leather. The advance in patent colt will include side leather also though probably not to the same extent.

Wooden heels are in the lead.

Rubber heels and soles are becoming more popular.

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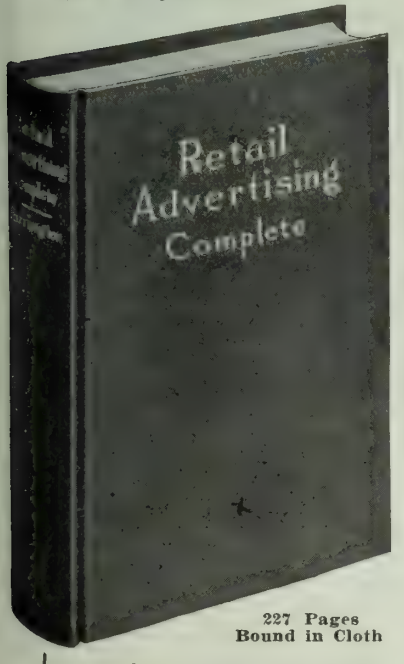

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THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

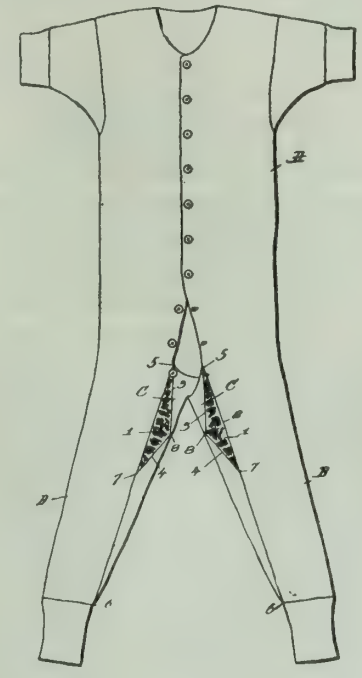
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel: knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

•W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Checking Wear on Union Suits

Invention Inserts Piece to Lessen Changes of Wear Around Thigh in Case of Stout Persons.

THE tendency of some union underwear to wear too rapidly on the inner sides of the thighs when worn by stout persons is said to be obviated by a recent invention. This invention relates to union under-garments of the type in which the body and leg portions are continuous and made of an elastic knit fabric, the part of the fabric which constitutes each tubular leg being united to a portion of itself by a seam extended from the crotch longitudinally of the leg at the inner side thereof. Such garments are manufactured and sold in great quantities and in general are altogether satisfactory, but in some cases it is found that there is an undue and too rapid wear on the inner sides of the thigh portions of the legs when the garments are worn by stout persons, says "Knit Goods." This is due to the fact that the elastic character of the knit fabric permits it to be stretched at the portions mentioned, adjacent the crotch, and the tightly stretched fabric is then worn by the rubbing thereover of the outer garments.



Inserting Inelastic Material.

The present invention has for its object the production of simple and efficient means for obviating the beforementioned fault, and the desired object is accomplished by letting into the inner seam of each leg of the garment an insert of relatively inelastic material, preferably woven fabric, said insert extending from the crotch toward the knee and providing a fullness thereat, the woven fabric resisting wear.

It has been found in actual practice that union undergarments made in accordance with this invention are not subject to wear at the places indicated, even when worn by very stout persons, the wear of the entire garment being thus made substantially uniform.

The drawing shows in front elevation a union under-garment of a well-known type, with the present invention embodied therein.

In the drawing, the body A, tubular legs B, and seat-flaps C are all substantially of usual construction and made of knit fabric, the body and legs being made continuous and having the seat-flaps attached thereto as is customary.

An Isosceles Triangle.

In forming each leg the fabric contituting that part of the garment is folded over and united to a portion of itself by a seam extending longitudinally of the leg at the inner side thereof from the crotch. Ordinarily this seam is continuous and the lower end of the adjacent seat-flap is united to the leg along such seam. In accordance with the invention there is let into this inner seam an insert 1 of wear-resisting and inelastic material, preferably a woven fabric, said insert being shaped as an isosceles triangle, as herein shown, having a long side or edge 2, and the two shorter converging side 3, 4. The inner seam of the leg is indicated by the line 5, 6, in the drawing, extending from the crotch of the garment longitudinally of the leg. Into this seam is let in the said insert, the long edge 2 thereof being united to the edge of the leg fabric forming the long and continuous side of the seam, starting at the crotch, and extending toward the knee, and the short side 4 of the insert is united to the leg fabric between the points 7, 8, along the shorter edge of such fabric.

The other short edge 3 of the insert is united to the lower end of the adjacent seat-flap C, as shown, such insert thus being interposed between the two edges of the leg fabric and the flap along the inner side of the thigh portion of each leg. By such construction a fullness is provided at the inner side of the thigh, giving the requisite freedom and capacity for that part of the leg, and the character of the insert prevents wear even if such insert is stretched tightly over the thigh when the garment is in use. In the ordinary construction of such garments the inner seam of the leg is straight and continuous from the crotch to the end of the leg, but the insertion of the triangular piece 1 separates and causes a divergence of the two portions of the leg fabric from the point 7 upward to the point 8, the amount of fullness to be given to the thigh part of the leg being determined by the distance of the apex of the insert 1 from its long side or base 2, as will be apparent.

The "Claim."

A union undergarment composed of knitted fabric comprising a continuous body and tubular legs and attached seat-flaps, each leg having a seam extending from the crotch longitudinally of the leg at the inner side thereof, and an insert of woven relatively inelastic fabric let into the seam of each leg adjacent the crotch and extended therefrom toward the knee, each insert being united to the lower end of a seat-flap and to the opposite edges of the leg fabric, to form a fullness and take up wear at the inner side of the thigh portion of each leg.

D.B. Frock Back?

Indications That It Will Regain Some of Favor Held By Morning Cutaway.

THE opinion that the double-breasted frock coat will return to popular favor in the near future seems to be gaining ground more and more among clothiers and tailors.

As is well known, the past few seasons the morning coat has taken the place of the frock almost entirely, and was to be seen on every occasion where formerly the frock was worn. But there are an ever-increasing number who think that the pendulum is now about to swing in the other direction. The proverb that history repeats itself seems to hold good to a large extent in the clothing business, and there are some who now see signs that men's fancy is turning back to the double-breasted frock. It is most probable, however, that for a season or two yet the morning coat will continue to have the greatest popularity.

Sarnia, Ont.—N. W. Pollard, late of Fort William, Ont., has purchased the tailoring business of W. G. Oldham.

Intimate Talks of Merchants on Their Problems

Four Hundred Saskatchewan Merchants Assemble at Moose Jaw and Delve Into Problems of Vital Importance to the Trade—Stricter Watch on Credits Will be One Result—Many Resolutions Passed—To Saskatoon Next Year.

Special Staff Correspondence

MOOSE JAW, April 8.—Organized only last May, at an enthusiastic convention held in Regina, the Saskatchewan branch of the Retail Merchants' Association of Canada has made exceedingly rapid strides. This was well shown at the convention held in Moose Jaw last week, when not only did 400 hard-headed business men of the Province discuss the various subjects introduced, but when it was also shown that legislation to enable the better collection of small debts has already been effected, and when it was made very clear that further sane legislation is to be sought during 1914.

From the moment that Mayor Pascoe, on behalf of the city, H. H. Bamford, president of the Board of Trade, and G. A. Maybee, president of the Moose Jaw branch of the Retail Merchants' Association, welcomed the delegates, proceedings went with a swing. A careful programme had been arranged, and the convention was exceedingly fortunate in that the speakers realized that their main object should be to start discussion, thus bringing out the exact problems which the merchants have been facing during the past year. In every session of the convention, these discussions were carried on with the greatest enthusiasm, President Bole occasionally having to determine just who had the floor at the moment.

Sound Business Methods Discussed.

A wide field was covered. The important theme of costing came in for much attention, it being shown that a merchant who does not charge his own salary as manager an expense on the business, and who does not charge himself rent for the premises, even though they are his own premises he is using is riding for a fall.

It was also pretty well established in this connection that when stock is taken, the stock should be put in on the value it has at the moment, irrespective of what price may have been paid. This it was felt enables every year to be judged on its own basis, and gives the retailer a correct idea of where he actually does stand. To take any other attitude, as one dealer expressed it, "is bluffing one's self." To get away from this self-deceit seems to be one of the great objects which the Saskatchewan men are anxious to achieve.

Discussion on Credits Bears Fruit.

It would be hard to go to a Western convention at the present time and not find credits one of the important questions of discussion. This subject was given a great deal of time at Moose Jaw, and the discussion was probably more productive of immediate results than is usu-

Pictures from Moose Jaw, the Convention City. on the left is a view down Main Street, while the upper photo shows Moose Jaw people awaiting a deputation at the C.P.R. station.

THE 1914-15 *OFFICERS.*

The officers elected for the coming year are as follows:—

President — George Maybee, Moose Jaw.

1st Vice-Pres.—W. W. Cooper, Swift Current.

2nd Vice-Pres.—J. W. McLean, Saskatoon.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—T. E. Raymond.

Next year's convention will be held at Saskatoon.

ally the case. A cash business was felt by all to be the aim, but there were many who expressed the positive belief that this was a Utopia which cannot be achieved in a minute. All, however, agreed that greater care must be taken in the matter of giving credit. The impression seems to prevail that something in the nature of a preferred list should be established. In the past merchants have been acting as bankers for the farmers, with the single exception that they have not carefully inspected the risks they were taking before making a loan—a loan which has been none the less a loan because goods were given out instead of cash. "If we are going to be bankers," said Mr. Agnew, of Prince Albert, "let us use the discretion of bankers."

Censure Credit Men's Association.

The retailers at the convention were very willing to dig into their own weaknesses and mistakes, but they evidently expected to have the same privilege with regard to others, and during the course of the meeting some severe criticism was meted out to the Credit Men's Association, and some legislation was urged which will put more responsibility upon the shoulders of certain manufacturers.

The quarrel which the retailers have with the Credit Men's Association is as to the methods of disposing of bankrupt stocks. These, it was felt, should not be sold at slaughtered prices in the community where the failure has taken place, this having a tendency not only to spoil the other retailers' trade for the moment, but to ruin the financial conditions in the neighborhood for some little time.

The Discussion on Credits.

"Retail merchants, as a whole, are not conversant with the real costs of doing business," stated W. F. L. Edwards, of Regina, in commencing his address upon the question of Credits, on Tuesday afternoon. He proceeded to show that cost of merchandising includes not only the actual cost of the goods, but also rents, taxes, light, fuel, insurance, remuneration for the proprietor, interest on the wholesalers' accounts and interest on capital.

"Even if you own your own store," declared the speaker, "You should allow rent for this. If you are buying the store, you should not only charge yourself some rent, but count interest upon mortgage and agreement as a charge.

"Then," declared Mr. Edwards, "you must, to secure a right system, charge the business for your services as manager. Were you not there it would be necessary to pay $100.00 or $200.00 a month. You must take this charge into consideration in establishing a selling price for your goods—you want a selling price which will yield a real profit."

A couple of instances of the value rendered by the Retail Merchants' Association were here given. Mr. Hutchinson told of a man coming in for a rifle on Monday last. He found, from the Retail Merchants' Association, which now has pretty complete information as to the way people pay their bills, that this man's credit was E. Result—Well Mr. Hutchinson has that $35.00 rifle in stock, instead of a $35.00 debit entry on his books.

W. W. COOPER,
of the W. W. Cooper Co., Swift Current, Sask., elected First Vice-President of the Association.

Striking Case of Co-operation.

Mr. Arden told of giving a rather high quotation for work to a doubtful buyer, and of warning the other dealer to whom this customer said he would go, that the customer was bad pay. "My fellow business man," said Mr. Arden, "quoted a price, but refused to sell except for cash. He got a check, therefore, got this marked, and then came in and gave me $5.00."

The Expense of Leakages.

The Cost of Doing Business was the subject allotted to J. L. S. Hutchinson, who said that the Irishman's definition, that "the cost of a man's business is everything that it costs him," is the best explanation he could give. Cost cannot be arrived at in any haphazard way. It needs careful bookkeeping. He spoke of a number of ways in which accounts had been subdivided in his own store in Saskatoon. There is a section for taxes, for insurance, for lighting. "I have a complete tab on my business," said Mr. Hutchinson, "and know very readily when too much is being spent, and where it is being spent."

"There is one expense," continued the speaker, "often overlooked. I have overlooked it in the past. It is the expense of leakages. I would like to see every retailer have a daily statement of his gross profits, for this is of great assistance in enabling the detection of leakages. The larger the city—the larger the business—usually the larger the leaks."

Continuing, Mr. Hutchinson told of a rude awakening he had received when he found recently that his profits were not nearly what he expected they would be. "Put a detective on," advised one of his friends. At first Mr. Hutchinson thought this seemed rather a cold-blooded step to take, but as it was very evident something was wrong, a detective was put in the store, and in less than a month, three of his supposedly best men were dismissed. "I would not like to say what they had taken," remarked Mr. Hutchinson, "but if I had not had figures tabulated under various heads, I would never have realized what was going on."

"When you are taking stock," asked Mr. Sprole, "do you mark down the value of goods which are left over?"

"No," answered Mr. Hutchinson, "I put them in on the stock sheets at the purchase price. There are some which we will have to sell a little below cost, but the average is right."

"Well," remarked Mr. Williams of Moose Jaw, "I mark down the value of our goods at stock-taking. I do not think the depreciation of 1913 should be carried over to 1914."

It is very evident, as Mr. Hutchinson said, that such marking down for depreciation is necessary in perishable lines, but not so necessary in hardware. The general opinion, however, was that in taking stock, men should estimate the present value of goods and give them this value.

Mr. Hutchinson suggested that it would be wise to check up the delivery man at irregular intervals, so that they would be very well aware that what they were doing was being watched. "C.O.D. orders," he said, "also required a great deal of attention, or there would be heavy losses in this department."

A novelty that bids fair to grow in popularity this Spring and Summer is the Puggaree hat band. It is now made in satin, foulards, plaids and plain and fancy satins and moires. It can be worn on any style hat, either straw or felt. Here are illustrated a band of black and white pattern and one of plaid, the latter being preferred for straw hats. The bands are very easily adjusted. Shown by Travers & Co., Ottawa.

More Privileges in Small Debt Court.

It was moved by Mr. Morrison, Moose Jaw, seconded by Mr. Evans, Outlook, that the executive board of the Saskatchewan Provincial Board of Retail Merchants' Association, Inc., be asked to take steps at the next session of the Legislature to see that the Small Debts Court Act is amended in the following four particulars:—

(a) That the limit should be raised from $50 to $100.

(b) That judgment when given may be executed against the lands of the defendant.

(c) That in each and every case where a defendant is summoned before a Justice of the Peace he shall be compelled to appear in person, or to give good reasons satisfactory to the J. P. as to his non-appearance; said appearance being required for the purpose of ascertaining said defendant's financial position.

(d) That it is expedient under this Act that any party to any action taken under this Act shall be obliged to furnish security for costs before an appeal is taken.

As recommended earlier in the convention a committee was appointed to go thoroughly into the question of establishing a Mutual Fire Insurance Company and to prepare a report for consideration at the next convention.

To this committee were appointed Messrs. Hutchinson, Saskatoon; Arden, Saskatoon; Morgen, Delisle; Clair, Prince Albert; Melike, Saskatoon.

Another standing committee to look after securing new legislation was also appointed as follows: Messrs. Bole, Regina; Hutchinson, Saskatoon; Mark, Rosetown; Maybee, Moose Jaw, and Robinson, Canora.

Strong attacks were made on the implement men, some retailers feeling that they should come before the former in the matter of credits. The Government was asked to prevent the taking by the implement men or others of any security other than a lien note "for the amount of their claim on any goods sold in excess of the value of the goods themselves."

They asked for a thirty-day instead of six-month time limit for the registration of co-partnerships and business of any nature except joint-stock companies.

Daylight Saving.

A resolution was carried suggesting to the railways "to set back the clock" one hour from May to October, to secure "more daylight." Prince Albert, Moose Jaw, Regina, Saskatoon and several other places are considering this. Wolseley tried it last year, but the farmers objected.

In his report as secretary F. E. Raymond told of the advance made already. There are now in Saskatchewan 70 branches of the association, and 1,500 members.

Equally gratifying was the report of Treasurer Hutchinson, who announced that the organization has come through its first year with a creditable balance of nearly three hundred dollars to its credit.

Next year the convention will be held at Saskatoon.

BIG SELLING EVENT.

(Continued from page 5).

a dollar bargain, the best teams of horses, etc. Merchants who had been in business for 20 years said they never had had a better day.

Galt had a good time on February 26, and St. Catharines on Thursday, March 19, and Ingersoll, Saturday, March 7. Brockville and Paris selected the same day, Tuesday, March 24.

In nearly every case the calling together of the merchants to make arrangements has been done by one of the daily papers. In a few cases the paper has taken charge of the general publicity work, posters, streamers, etc., charging a small advance in regular advertising rates to cover this expense.

SITUATION WANTED

MANUFACTURERS' AGENT WITH LONG and successful connection is open for a good line either Dry Goods or Men's Furnishings. Wholesale or Retail. T. Whitehead, 208 Colony St., Winnipeg.

AGENT WANTED

PLAUEN COLLAR and LACE MAKERS Want Agent for Canada. Write to M. Scharschmidt, New York, Hotel Astor.

FOR SALE

FOR SALE.—FIFTEEN WARDROBES, SUITable for either ladies' ready-to-wear garments or men's suits. Each wardrobe will accommodate thirty suits. Finished in quarter cut oak, glass receding doors. Cost originally $45.00 per section. Will sell all or any one for $20.00 per section, knocked down, crated, F.O.B. cars here. Apply quick, to Playfair Preston Company, Midland, Ont.

FRESH, CLEAN STOCK OF SHOES AND men's clothing and furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

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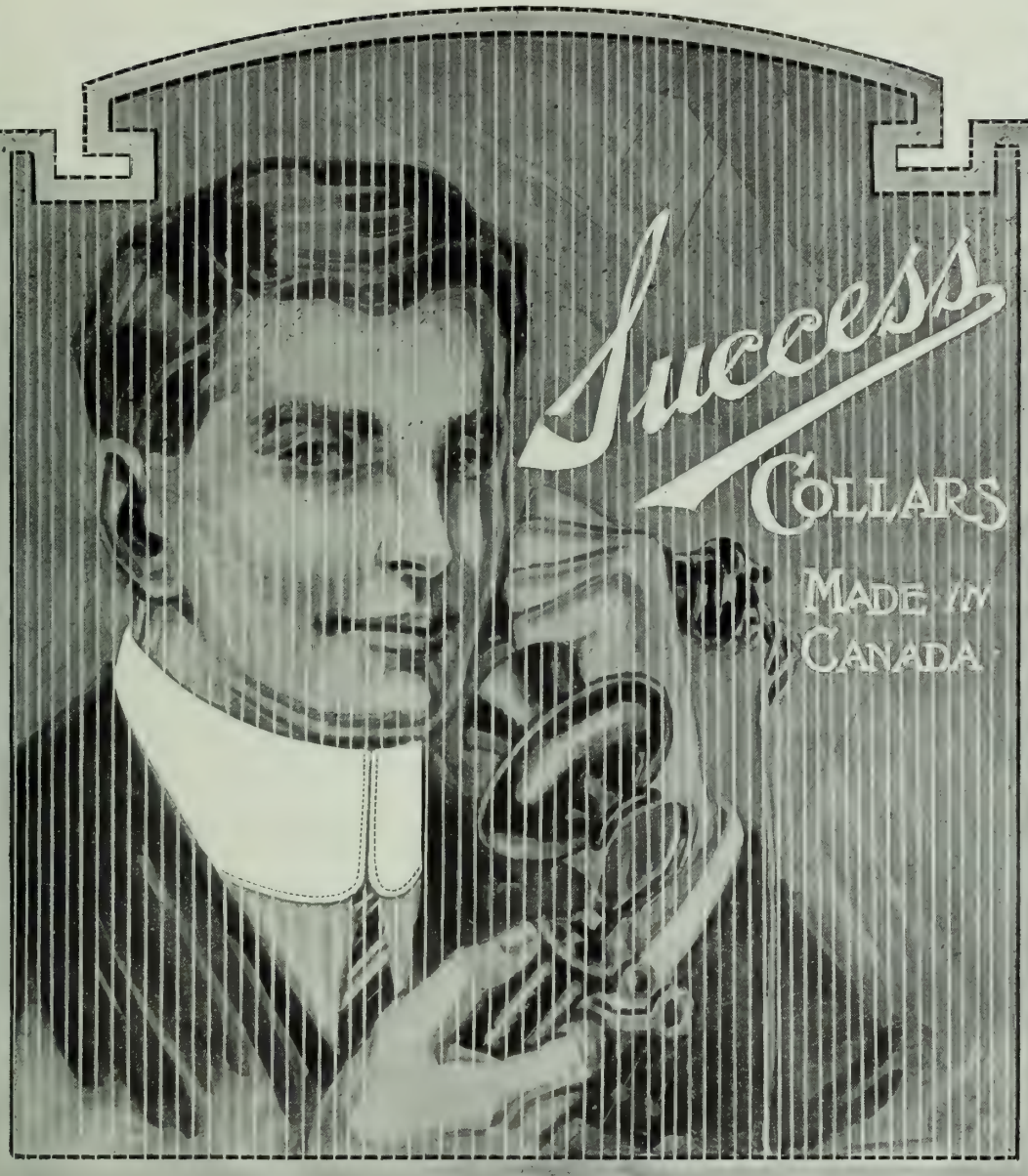


Remember, in Success you get a first-class collar, well made, accurate as to size, a genuine hand-turned collar—which will hold its shape through the most severe laundry work.

The shape illustrated is the Success "Angus," a close-front model which is a steady big-seller. At the retail price, 2 for 25 cents, Success offers the best value on the market. Ask your wholesaler.

The Canadian Converters Co. Limited
Montreal

There it goes again. Right into the mud!

How often you hear this exclamation! A cap not firm upon the head blows off easily.

The Windless 3 IN 1 Cooper Cap

fits the head in such a way that the highest of winds cannot blow it off.

You can be assured of fitting every head. Any one of these caps adjusts itself automatically to

Three distinct sizes

without any discomfort to the wearer.

Reduce your stock. Two-thirds of the space utilized at present for your cap stock can be turned over to other merchandise, or you can carry a much larger range without any more investment, thus satisfying your customers with a better choice of patterns and ensuring no lost sales. There you have it, a greater volume of trade on one-third the capital invested or a still greater turnover on the same investment. Is that not good business? You should see this range. Samples on request.

The Cooper Cap Company

260 Spadina Avenue Toronto

MEN'S WEAR REVIEW.

MAY : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

IT WILL PAY YOU TO SELL AND RECOMMEND

SHOES

for every sport and recreation

Canadian Consolidated Rubber Co.

Limited

Montreal, P. Q.

28 Branches throughout Canada

The Best Line of Hosiery
Mr. Live Dealer:—
Do you believe it pays to give your customers the best goods? Do you believe it means that they'll come back again and again—and that they'll tell others where to go to get the best?
Of course there's only one answer to that question—yes!
Then decidedly—the best line of Hosiery for you to handle is
Penmans Hosiery
for men, women and children. The dependable quality of Penmans gets you "in right" with your customers at the start, and keeps them coming.
Made of the best materials—seamless, snug-fitting and comfortable. You can offer your customers no such value in any other line.
Penmans Limited
Paris, Canada
Hosiery, Sweaters and Underwear
Penmans
Hosiery
pen Angle
WARRANTED HIGH GRADE
PENMAN'S
KNIT GOODS

Some Reasons for the Demand for Imperial Men's Underwear

The soft, warm, "comfy" feeling that every man experiences and enjoys when he gets into his suit of Imperial Pure Wool Underwear is one of the many reasons why this underwear is the most popular on the market to-day, and why "once an Imperial wearer—always one."

Another — Imperial is made of only the best selected worsted yarns, knitted by experts with thirty-four years' experience. Complete satisfaction in comfort and durability is woven into every garment.

We specialize in Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double-Thread Balbriggan.

Ask your wholesaler for samples.

Kingston Hosiery Company, Ltd.

Established 1880

KINGSTON ONTARIO

Two dozen reasons why you should handle Deacon Shirts

Third twelfth of a dozen

Factory equipped for shirt-making only

Not only does our immense and well-equipped factory facilitate the making of shirts, but back of all is a concentration which extends to the buying, the planning, the selling, all of which are most important factors in keeping Deacon shirts up to their high-set standard. See our big range of working and outing shirts for men and boys.

Let us submit latest samples.

The Deacon Shirt Co.

BELLEVILLE, ONT.

We do not sell the consumer

Haugh BRAND

White Duck Clothing

always comes to you wrapped in individual

Dust-Proof Packages

No loss, therefore, can occur through soiling. You can hand every Haugh Brand Garment across the counter in the original package it enters when fresh from our finishing rooms.

Duck Trousers.
$9, 10.50, 12.00, 15.00.

As Illustrated.
$9, 11.50, 11.75, 13.50.
With Frog Fasteners, $1.50 extra.

Duck Vests
$9.00, 11.25, 12.00, $12.75, 13.50.

Carpenters' Aprons.
$2.25, 2.50.

Butchers' Aprons.
$2.50, 2.75, 3.00, 3.50.

WRITE FOR CATALOG AND SAMPLES.

Defiance Mfg. Co., Ltd.

College and Bathurst Sts., Toronto

KANTKRACK Coated Linen Collars

—a business booster

KANTKRACK Coated Linen Collars are a trade magnet that will draw the best men's patronage of the town to your store. These stylish laundry-saving collars have the neat, dressy appearance of the ordinary linen collar—they are in reality linen collars coated with a waterproof preparation that both preserves and makes them easily cleaned. The flexible lip and long slit over the back button-hole are special features in KANTKRACK collars that stand for longer wear. Made in a size and style to suit any customer.

Made in Canada in "One grade only and that the best"

Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shou ders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

Tight Money
Bad Debts
Mail Order Loss

Business Boosters Limited to the rescue

Tight money makes bad debts, bad debts bring loss, and often failure. This is impossible when our business-getting plan is put into action. We give people confidence in your store. Instead of running an account they deposit money with you for future purchases, and encourage neighbors and friends to do the same; thus giving you the cash before you have even purchased the goods. Besides turning your business into a cash store we collect your debts, clean up your old stock at regular prices.

We divert to your store those large orders often sent to mail order houses. Just think of this, with our system you can keep the bulk of the mail order business at home. The question is, do you want this assistance? If so, write to us at once for full details of our plan.

A few of the firms who have good reasons to be satisfied with the results we have attained for them. $2,000 in cash was deposited with Allan & Cochrane to be traded out later. W. J. Hughes, our plan produced him the largest day's business in the history of his store.

A. Cyr had phenomenal increase, almost doubling business. Geo. West claims it to be the greatest trade-winner in existence and took in $1,600 in his last day in a town of 800. J. T. Conway took in $3,788.83 in one day. Humphries & Co writes: Contest has been a perfect success; did double my last year's business. H. R. Pollock increased his business 81%, notwithstanding it was the slowest time of a slow year.

Business Boosters Limited

OTTAWA, CANADA

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

Nothing can equal Stifel Indigo Cloth for service and satisfaction.

Insist upon Stifel's Indigo Cloth---the world's standard.

CLOTH MANUFACTURED BY

J. L. STIFEL & SONS

INDIGO DYERS and PRINTERS

SALES OFFICES

NEW YORK
260-262 Church St.

TORONTO
14 Manchester Bldg.

MONTREAL
100 Anderson St.

BALTIMORE
114 W. Fayette St.

ST. LOUIS
426 Victoria Bldg.

PHILADELPHIA
839 Market St.

BOSTON
68 Chauncy St.

CHICAGO
223 W. Jackson Blvd.

SAN FRANCISCO
Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg

KANSAS CITY
205 De Graw Bldg.

ST. PAUL
242 Endicott Bldg.

WINNIPEG
400-02 Hammond Bldg

Carhartt Overalls

are cut roomy to stand the wear of action

Action, action, everything is action with the man in the overall uniform. Whether he be in the ditch, braking a train, heaving coal, behind the plow, or repairing an auto he depends on his overalls to protect him from the dirt and grime; he is in constant action and requires a garment that will give him his freedom.

Carhartt Overalls being cut roomy, sewed with the best possible thread, reinforced at the points of extra strain and fitted with self-adjusting suspenders, give the overall man the greatest amount of genuine service and comfort.

To Show them is to Sell them.

We have a proposition to offer whereby you may prove the real selling value of Carhartt overall uniforms and gloves for yourself without in any way obligating yourself. Here it is—we will send an assorted shipment on approval for sixty days. If they come up to your expectations keep them; if not, return any or all at our expense.

A card will bring it. Get the exclusive agency for your town.

Hamilton Carhartt Manufacturer, Ltd.

Toronto Vancouver

MEN'S WEAR SECTION

How Edmonton Store Caters to Men and Boys

Clothing Store of Magnificent Proportions and Equipment—After Passing Entrance Customer Enters Space Faced by a Dozen Individual Displays—Nineteen Sections in 50-Foot Frontage—Wardrobes Built into Wall—Splendid Boys' Department.

By a Staff Correspondent

EDMONTON, May 19.—It is only within the past few years, since the 50,000 mark was attained, that Edmonton has been able to support clothing stores equal to those in New York. When the need of such establishments became felt, they flocked in freely, so that Edmonton to-day is probably better off for clothing stores than almost any other city of its size in Canada. Recently a skyscraper, called the Tegler Block, was erected in which provision was made for a clothing store of unusual magnificence and size. It was opened on Feb. 18, 1913, by Pennant Stores, Ltd., carrying exclusively men's and boys' wear. The display window (it would be more correct to say, nineteen display windows) is one of the most striking features of the store. When the building was designed, only 50 feet frontage was found to be available, but by exercising ingenuity, as much window glass has been used as is found in most stores with frontages three times as long.

Show Case Outside Store.

Two large windows face on First street, and a large showcase built completely of glass, rises to the height of the store front. There are entrances on each side of this showcase, after passing which, the observer finds himself in a large open space, with mosaic floor, and faced by a dozen individual displays. Reference to Fig. 1 will show how this has been achieved.

Where advisable, displays are isolated by means of dividers, or wooden barriers, about three feet high, six of which are shown in the illustration. Sometimes two displays have been arranged in one window, side by side, separated only by the direction in which they catch the eye. In the case of the display of Spring wear in the left hand window, the same goods were placed back to back to attract the eye from two directions.

Of particular interest is the effort to draw the attention of young men descending the stairs leading to the pool room. Facing them as they take the first two steps are several youths' suits, artistically displayed with one or two furnishings, sufficient to set a boy longing. Ahead of him is a small case of hosiery.

The whole front is of solid plate glass, with the exception of a glazed tile at the foot. It is profusely lighted by means of electric lights hidden above, which flood every corner of the huge window.

Big Shoe Department.

A person entering does not find himself immediately encountered by a clerk leaning over a silent salesman. The distance between the entrance and the first case is about twenty feet and this large open space gives the customer a chance to recover from the "shock" of entering, and if he please, he may disappear among the show cases and pillars, of which there are many.

IN EDMONTON.

Large showcase, all of glass, rises in front.

Broad, open space inside entrance with mosiac floor.

Customer may "lose" himself among showcases.

Big shoe department.

Six hat cases with 400 hats.

Mirrors around each pillar.

Displays on tops of all fixtures.

Latest fashion ideas shown at store entrance.

"The Boys' Store" occupies second floor.

On the right extending almost the full length of the building are three sets of shoe fixtures. One noticeable feature of the clothing trade in the West is that boots and shoes are receiving as much attention as other lines of men's wear. This is only one of many clothing stores in Edmonton that carry full lines of shoes.

Nearly 400 Hats in Cases.

On the left, running about three-quarters the length of the store, is the hat and cap department. There are six hat cases, with 64 hats in each, mainly hard and soft. A sample each of straws and Panamas is shown, the rest being kept in boxes. The cases are about eight feet high, and have glass doors, which slide upward. Caps are kept in drawers at the bottom of these cases.

The space behind, is utilized for stocking hats. It is reached by two doors separating the cases, which are mirrored, and serve a useful purpose.

Mirrors Around Each Pillar.

Running the length of the store are ten pillars, five on each side. These are obstructions, but have been made useful as mirrors for a height of eight feet, the glass measuring about three feet across. Few stores in Canada can boast of such a splendid mirror equipment.

In the centre of the floor is the men's furnishing department, consisting of two long lines of silent salesmen, enclosing two solid oak fixtures, five feet high. The fixtures contain shirts on one side, in dust- and damp-proof glass cases and on the other side, collars, hosiery, underwear and gloves. These goods are also displayed in the silent salesmen, which are lighted by electricity from

View of the exceptionally well-equipped and attractive boys' department on the second floor.

within, and are kept tastefully dressed by an expert window-trimmer.

Tops of All Fixtures Have Displays.

Much importance is attached to displays in this store, and every opportunity is taken to show goods. The tops of all fixtures carry displays, and at the store entrance are two solid oak tables, one on each side, displaying the newest fashion ideas as they arrive fresh from the manufacturers. Throughout the store, running diagonally so as to meet the eyes, are six other silent salesmen. Pennants bearing the name of every university in Canada are distributed on the walls to emphasize the name of the store.

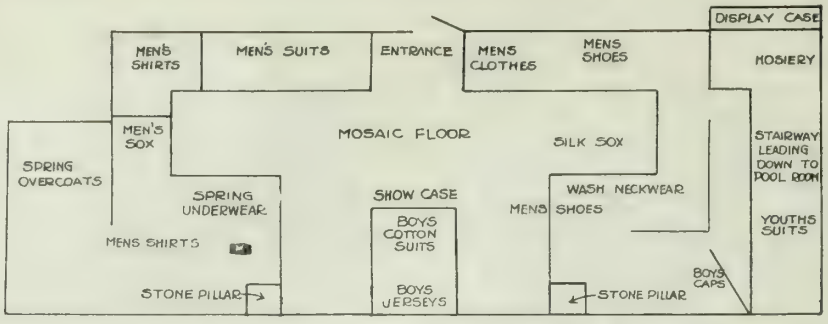
Wardrobes Built Into Wall.

At the rear, running perpendicular with the rest of the store, is an adjunct of considerable size, used as a clothing department. It is equipped with wardrobes on both sides, built into the wall, containing about one thousand suits. In these recesses have been cut, and triple mirrors inserted, allowing a customer to see himself on three sides when selecting a suit. There are also several clothes racks on the floor, and shelving at the extreme right. Behind the shelving is a room used by customers as suit rooms for trying-on. The department is profusely decorated with artificial

The arrows point to three distinct features of this handsome and well-equipped store that are carried out in every part of the ground floor.

One is the use of trims, above the fixtures; another the excellent use of silent salesmen for unit trims, and a third, the encasing of the pillars with mirrors.

SECTION OF THE HAT DEPARTMENT.



UNUSUAL TYPE OF LOBBY IN FRONT OF ENTRANCE.

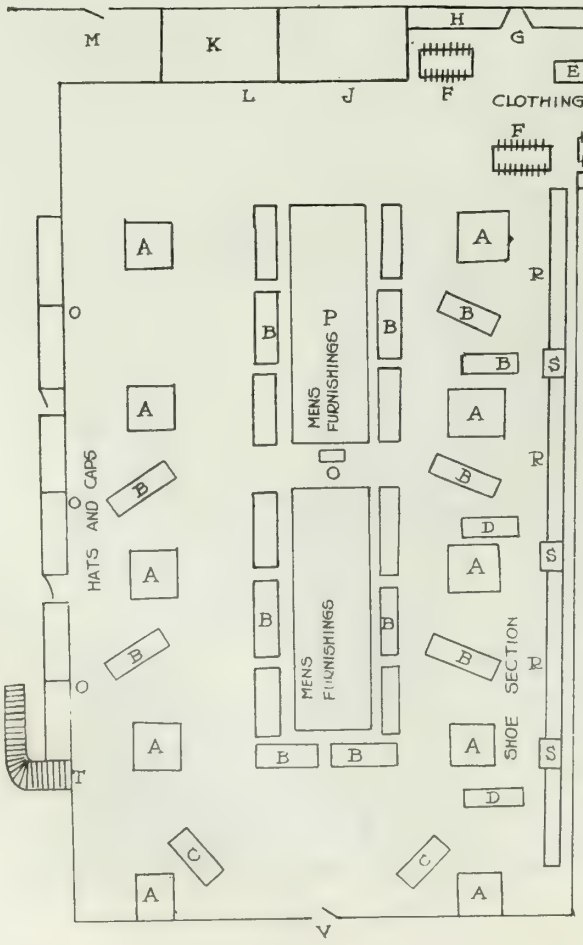
This plan shows the remarkable display facilities between the sidewalk and inner entrance to this store, looking almost like a myriad of display cases, including nearly every variety of article carried inside.

ferns and flowers. On the left, at the rear, are a receiving room for new stock, an office, and an immense mirror.

There is a boys' department upstairs, covering about the same floor space, devoted exclusively to boys' clothing and furnishings. It is referred to in Edmonton as "The Boys' Store." Salesmen in charge are chosen for their ability to please the younger generation. Souvenirs in the shape of knives, etc., are given away with clothing.

The rear is devoted to boys' shoes, and here a well known line is carried. Big oak tables are scattered about the floor, displaying boys' hats and caps, jackets, etc. Suits are displayed at the front, and three silent salesmen are trimmed altogether with boys' furnishings. The tailoring and ad. writing departments are also located on this floor. It is quite a sight to see mothers and fathers bringing their boys here to choose their clothing. They are customers who require careful handling.

GROUND PLAN OF THE EDMONTON STORE.



KEY TO PLAN.

A—Pillars with mirrors.
B—Silent salesmen.
C—Display tables.
D—Settees.
E—Clothing tables.
F—Clothes racks.
G—Triple mirrors.
H—Wardrobes.
I—Try-on room.
J—Pillar, with large mirror.
K—Office.
L—Telephone.
M—Receiving room.
N—Hat stock room.
O—Six hat cases.
P—Stock fixtures.
Q—Cash register.
R—Shoe fixtures.
S—Shoe display cases.
T—To boys' dept.
U—Shelving.
V—Entrance to store.

Reaching Parents Through the Country Schools

Hunter Bros., of Barrie, Give Colored Circular in Letter to Each Pupil—Making Specialty of Odd Sizes, "Tall Slims," "Short Stouts," etc.—Taking Care of the Boys.

By a Staff Correspondent

Barrie, May 19.

EDUCATING the public has become almost a catch phrase, applicable all the way down—or up—from eugenics to "the smoke nuisance." It is being applied along fairly normal lines in the dry goods business and with results that are placing mercantile trading upon a fairer and surer basis in many directions. Education in a special sense is suggestive of children and schools, and it has remained for Mr. W. C. Hunter of Hunter Bros., clothiers, of this town to turn to the public schools in a plan for "educating" the parents of Simcoe County.

Barrie is not an industrial town. It has few industries and its chief support in a business sense rests upon the splendid farming community on its outskirts, as well, of course, as the steady connections due to its position as the capital of a populous county. Probably it is due to the more uniform financial conditions of farming districts that it has felt the present pinch so little.

Hence it becomes important for the merchant to devise some special means for reaching the farmers within an area of some twenty miles in every direction, for inside this distance the town has no rival in point of size and Orillia to the north is well outside the "zone" area. Various methods have been adopted for obtaining good mailing lists for circularizing the farmers, and Hunter Bros. have adopted a rather unusual one that has worked out successfully and could be adopted elsewhere—for a time at least. It would benefit the firm most that got in on the plan first: the entrance of a number probably would make it taboo by the school authorities.

Circular in Envelope for Each.

Briefly, then, Mr. Hunter gets his circulars printed full sheet size. He prefers colors, yellow or red or some other shade as more likely to attract the attention of the pupils. These are folded and inserted in an envelope, one in each, and a man drives out into the country with a load of these. He calls at the different schools and leaves one envelope for each child. In this way the interest of the children is aroused more than if a dodger were handed out to each one from a big pile: the envelope and its contents assume the importance of a real letter and seldom fails to be delivered at the home.

In addition to this there is a house to house visitation in the main towns and villages, Cookstown, Elmvale, etc. This is done also in the home town of Barrie, to supplement advertisements in the weekly papers, of which there are four here.

The color idea, be it blue, red, pink or yellow—the last being the favorite in circulars—is carried out by the firm in the store itself, and all the sales tickets are made up in the same color as was used in the circular. This, it has been found, helps to impress the "sale" idea strongly by following out the same line. Often over 7,000 circulars are distributed at one time.

Saturday, February 8th at 8 a.m. to Saturday, Feb. 22nd at 10 p.m. 13 Days Only

HUNTER BROS. LIMITED
—BARRIE, ONT.—
Great Annual February Sale

Saturday, February 8th at 8 a.m. to Saturday Feb. 22nd at 10 p.m. 13 Days Only

Hurrah Boys—Hurrah Youths—Hurrah Men—Rally all your forces and make a long desperate pull to attend this great annual event. February is the month of Greatest Bargains at this the People's Clothing and Men's Furnishing Store.

THIS WILL BE THE GREATEST SALE EVER

Yes, we mean just what we say, no stone will be left unturned to make this the most Gigantic Sale ever held in old Barrie in old Simcoe County. Our entire stock goes on Sale at 8 o'clock on the morning of Saturday, February 8th, and everything will be sold at Gigantic Slaughter Sale Prices until 10 o'clock on Saturday, February 22nd—13 days only—no days of grace will be allowed. This Sale will run on schedule time, opening and closing to the tick of the Watch, precisely as announced.

Take warning, OUR STOCK MUST BE REDUCED. The Management says so—the Directorate say so—the Shareholders say so. Reduced it will be—yes, cut square in the centre if possible.

MUSIC WILL BE PROVIDED; TRAIN FARES WILL BE PAID, as on previous occasions. Goods are to be sold for Cash. No Goods on approval. Money refunded on any goods not satisfactory. Special attention will be given to Mail Orders. THESE PRICES CAN NOT BE EQUALLED IN THIS OR ANY OTHER COUNTY.

Read every item carefully—keep this announcement for future reference.

Prices cut no figure at this Sale. Stock must be reduced and money realized. We carry over no winter goods. Live merchants have long ago realized it does not pay to do so. It's bad business anyway.

PEABODYS OVERALLS & GLOVES — "WEAR LIKE A PIGS NOSE"

Men's Suits at less than the cost of the Raw Material

Men's Overcoats at About Half Price

Wanted for This Sale from 10 to 1 dozen Salesmen. Apply at our office at once.

Business will be suspended while we get ready for this Big Annual Event. Remember this Sale positively opens on Saturday, Feb. 8th, at 8 o'clock in the morning and lasts for 13 days only. All Goods will be marked in Plain Figures. Keep your eyes open for the Special Sale Tickets and the Store with the Sale Front and Red Flags.

Sale will last for 13 days only

HUNTER BROS., Limited, BARRIE
Simcoe's Big Clothing Men

This will be the Biggest Sale ever held in Barrie.

Press of the "Barrie Saturday Morning"

One of 7,000 circulars announcing big February sales.

Uses Blacksmith Shops.

The advertising is not limited, however, to newspapers and circulars, but big signs or bills are used throughout the county—on fences, at corners, in blacksmith shops, in mills, etc. The net result, as Mr. Hunter expressed it is, "**we never fail to get a crowd.**"

There are two big sales each year, one on Aug. 15, and the other on the first of February. They last from seven to thirteen days, and are closed down on the date announced. Sometimes, on these big occasions, the store is shut down for a couple of days while final preparations are made, and big placards are used outside to announce it. There is, of course, a difference of opinion among merchants as to the advisability of shutting a store down, even for a day, on the theory that it interrupts business, but Mr. Hunter is firmly convinced that it has helped him in the more general acceptance of a Big Sale idea among the public.

Railway Ticket Free for $25 Sale.

A special feature of these sales is that the purchaser of $25 or over receives a return railway ticket free of charge. Prevention of deception is secured by the simple method of having each person secure a receipt for his ticket from the agent in starting out. These sales, as the time suggests, are for clearing out left-overs from Fall and Winter, and Summer.

* * *

It has long been a theory with most of the wide-awake merchants that a store should specialize along some lines; be recognized for being different in one way or another; for carrying something that the other firms did not; for being, in other words, a necessity to the public in at least one respect. Hunter Bros. specialize in odd sizes in suits. They aim to fit any man who comes in; the short stouts, or the tall slims. They aim to sell him a ready-made suit that will make it unnecessary for him to send outside the town, or to go to a tailor for a measured suit. They do not despise the latter branch, but they believe in having a ready-to-wear department in which weak spots cannot be detected; they do not like turning a customer away because "We are sorry, but we have nothing anywhere near your size."

The "Tall Slims" and "Short Stouts."

So they have special cabinets for these odd sizes. For the man of six feet two,

they have a 40-inch chest, 34-inch length, 20-inch sleeve and 35-inch trousers, or a 46-inch chest and a 36-inch leg combination to suit this special make of a "tall stout."

Shortly before The Review happened in on Mr. W. C. Hunter he had sold an unusual combination of sizes to a man who had come to the conclusion that no firm carried the odd measurements he required. He is a sure customer for the future.

In an excellent arrangement of the store this firm separate the blues and blacks from the rest, as these are staple lines, and keep them in a cabinet by themselves. They run strongly for other staple shades, such as grays.

Overcoats for Fall.

The Review was curious to know the manager's ideas as to overcoats for Fall, and the subject of chinchillas—the Winter craze of the city—was broached. These had not been stocked very heavily and instead of the shawl collar, the double collar was selected, as being more suitable for not only the country but the town trade. As to the "Balmacaan," it had been neglected entirely, and had not even been made a Spring line. It was regarded as "too faddy" to introduce for a staple seller. Black meltons with velvet collars, and dark grays were the main stock in trade.

Measures Every Child.

There is another feature of this store, the high value it sets on sales to children. A complete set of garments are kept for juveniles from two-and-one-half years up.

"Keep in with the boys and they will come to you when they have boys of their own to clothe," was a remark of Mr. Hunter. Hence he is as careful in seeing that the boy of 12 gets as good a fit as his father of 37; measures the boy just as surely as he does the man, and he works as hard on that slogan, "No trouble to show goods" with the little fellow as the grown-up.

The one system pays its dividends as assuredly as the other—even if they are on the "deferred" plan.

The Hunter family seems to turn naturally to the clothing and men's furnishing business: Newmarket has its representative, and the youngest, Herbert, is a men's wear buyer for the T. Eaton Co.'s Winnipeg store. Mr. W. C. Hunter, head of the Barrie firm, has been in the business for 27 years.

A. S. Karam, Ottawa, men's furnisher, has succeeded Geo. Kalil.

Fred Boustead, Rainy River, Ont., has succeeded N. Williamson, general merchant.

OVERCOAT PROPHECY.

Mr. W. C. Hunter, head of the firm, is banking on the following lines of overcoats for Fall:

Black meltons and velvet collar, and dark greys.

Chinchillas in double, not shawl collar.

No Balmacaans, as he considers these still will be limited mainly to city trade.

He does not believe the popular city shawl collar will take in Barrie, as a warmer shape is required.

* * *

"Keep in touch with the boys and they will come to you when they have boys of their own to clothe."—W. C. Hunter, of Hunter Bros.

High Colors

Tendency in Paris in all garments—New soft roll lapel—Coats are shorter.

AT the first race meet held at Auteuil this Spring the inclement weather was not favorable to much of a display of Spring clothes being made. A noticeable feature of the overcoats worn, however, was the great popularity of blue fabrics. One conspicuously dressed young man was seen wearing on overcoat of a purplish-blue material cut on form-fitting lines, with a full chest. Although not a frock coat it had a double-breasted front with long, narrow lapels. A striking contrast to the coat was presented by the lounge suit worn underneath. This was made of a deep bronze-green serge, trimmed with a half-inch silk braid stitched along the outer seams.

Form-Fitting Overcoat.

Light-weight Spring overcoats were not much in evidence. One well-cut garment, however, which was seen is worth describing. It was absolutely form-fitting with no fullness in the skirts. It could almost be termed an up-to-date lounge coat with a little additional length. The extremely form-fitting waist was obtained by two gores, one on the bias running from the high breast pocket to the flapped side pocket. The other, about three inches back of this, extended from the pocket flap up to the armhole, and was parallel to the small side seam. The coat was very short, extending to about an inch above the knee. This is one of the style characteristics which has been growing in favor since the early Winter.

Small Collar; High Lapel.

Another feature of the garment was a small collar with the lapel extending up very high and cut with a deep notch on a horizontal line. The lapel was pointed, very narrow, short and made with the soft roll effect. This style of lapel is expected to be popular in Paris this season, both in the fly-front Spring overcoat and also in lounge suits.

Moreover, on many of the new "between season" lounges worn by most young men at the tango teas in the Persian Palace the lapels were cut much as have been described.

A feature of one of these new lounge coats was that it had no padding whatever. Also, the extremely small lapels were set high on a small collar, falling in a soft roll to the second of the three buttons. This button was placed on a level with the waist hollow, and from there downward the front fell in a straight line, slightly on the bias, and ending in a curve. Experienced Paris tailors say it is well to place the central button there because it tightens the coat in a natural hollow of the figure and keeps the garment in place. It gives balance. The buttons were close together, being placed about three inches apart. The sleeves were rather short and fitted with narrow cuffs, opened on the outer side to show three or four small buttons, buttoning through.

Mixtures Will Be Strong.

At this popular dancing-palace mixtures are believed to be in for a big success this Spring and many light gray Shetlands with dashes of lavender or drab have been noted there. There has been a tendency towards high colors in Paris in all garments.

GOOD-BY, KAMLOOPS!

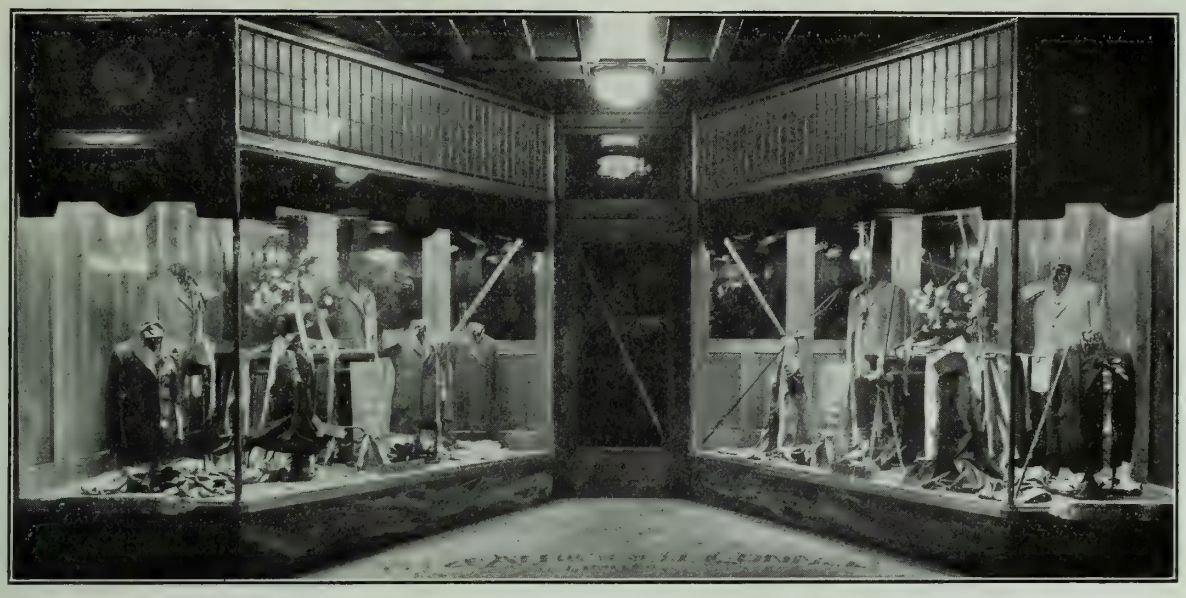
A novel introduction was given a sale of men's furnishings by Reg. Unwin, of Kamloops, B.C. At the top in two lines of display type three columns wide he used the words, **Good-by, Kamloops.** After a few lines of explanation was another display section, **Reg. Unwin going out of business.** There followed several panels of details of prices, etc. At the bottom in type corresponding to the top lines were the words, **Farewell, Kamloops!**

THE LATE F. E. ROSS.

The death occurred early in May of F. E. Ross, of Espanola, Ont., a merchant tailor.

THE LATE MR. McEVOY.

The death is announced of E. McEvoy, of E. & N. McEvoy, Bowesville, Ont., general merchants.



UNUSUALLY GOOD FACILITIES FOR WINDOW TRIMS.

This front view of the "Cambridge Clothes Store" indicates the breadth of the store, and the plan of the windows takes full advantage of this. The view here shows both windows attractively trimmed for the Horse Show, with the bright combination colors, purple and yellow, prominent. The introduction of the whips and bits give a real equine tone to the whole, while a breath of Spring is added by the addition of a splash of colored flowers. Note the bow of ribbon on each card. Trimmed by R. C. MacDonald.

INTERIOR VIEW OF CAMBRIDGE CLOTHES SHOP.

New store of Kirkpatrick & O'Connell, 254 Yonge Street, Toronto. Note the wall cabinets with inset triple mirrors; the broad open effect created by small display tables, large rugs and the elimination of counters; the straight, simple lines of the fittings, the absence of so-called objects of decoration, and the semi-indirect lighting system.

Banishing Equipment to Sides of Store

Relief in Turning in From Crowded Thoroughfare to Enter Broad "Boulevard" in Men's Store—Rug and a Couple of Small Tables in Centre—Circassian Walnut Cabinets—Semi-Indirect Lighting System—The "Parent Store" in Victoria, B.C.

THE impression in entering the new Cambridge Clothes Shop on Yonge Street, Toronto, is simplicity and richness in decoration and fittings, and, above all, the effect of unfilled spaces. Coming in from this street there is the relief felt similar to turning the corner of a crowded business thoroughfare to enter a broad open boulevard.

As a store for men's clothing there is something unique in the confinement of the display largely to the wall cabinets, while the broad wide sweep of the full length is unbroken by counters. This effect is enhanced by large, tasteful rugs and the confinement of displays to small tables. The richness of the Circassian walnut, which is used throughout, tones in tastefully with the floor and the rugs, while the whiteness of the ceiling and the walls, where exposed, is only broken by the crescents of the semi-indirect lighting system.

A centre entrance gives two handsome show windows of such depth as to present angled fronts to the street. The store is conducted by Kirkpatrick & O'Connell, who have been established for some years in Victoria, B.C. Mr. Kirkpatrick is managing the Toronto store.

Something "a little different" in clothing cabinets is to be noted on one side of the store. These, it will be seen, have but one row of hangings instead of two, which not only has the effect of disposing of the necessity of hanging suits close to the floor, but makes a much better display, in that the one row is brought on a line with the eye of the customer, who has neither to stoop nor crane his neck. The stands are reversible and may be drawn out, while the glass fronts are entirely disappearing.

On the other side a "pull-out" equipment is installed, which gives the opportunity here for a row of low drawers, which are almost a necessity for storing flannel trousers and other sundry lines.

Inset between the clothing cabinets are triple mirrors solidly fitted into the woodwork. Four of these are divided between the two sides, and midway are fitting cabinets with mirror fronts. The rear is divided between the office and a stock receiving room, above which is the tailor shop. The placing of this entirely out of the store is a feature.

Semi-Indirect Lighting System.

A distinctly modern feature of the new store is the semi-indirect lighting system which is used throughout, there not being an exposed lamp on the premises. Mr. Kirkpatrick states that he gets better results in this manner than from the old method of direct lighting, and with the use of less current. The effect is certainly an artistic one, and art and cheapness when so combined become a strong business proposition.

Keeping Close Tab on Stocks.

The firm has a system of its own for keeping close tab on its stock, and when there is such a large variety of styles and materials this is very necessary. Every suit which goes to the hangers, as well as every overcoat or other garment, is listed in the stock-book, with the lot number and the cost number, and these numbers are recorded on the sales slips, from the duplicates of which daily entries are made in the stock-book. In this way a glance at the stock-book at any time shows the number of suits in every material, style and size. Refilling of lines is thus simplified; there is at all times a reference by which shortages can be at once detected, and the annual—or oftener—nuisance of stock-taking is simplified to a sinecure.

King's Dress

Evening coat not cut with high waist or short lapel but on older lines—Green popular at Oxford.

A LONDON writer in Men's Wear, New York, says that at the Royal Amateur Orchestral Society's Smoker at the Queen's Hall, which his majesty King George honored with his presence, His Majesty was wearing a black overcoat which had a shawl collar of black Persian lamb; the coat was worn open, and the shawl collar ran deep enough to show plenty of the white evening shirt. The coat was lined with sable.

He had on an opera hat,—not a silk hat,—as also had Earl Granville and Admiral Sir Colin Keppel. When he removed his overcoat it was seen that his evening coat was not cut with the high waist or short lapel, but rather after the old fashion—that particular coat with a lapel rolling the whole way down, showing plenty of a plain white pique waistcoat, cut single-breasted, the buttons of which were of the same material. The evening coat carried a handkerchief pocket. The sleeves were quite plain—not too narrow, and yet not wide. His evening shirt was a fine white pique of exactly the same pattern as the waistcoat. His Majesty was wearing a white buttonhole—a gardenia. During the evening he continually smoked cigarettes, using a long amber holder.

The Prince's Lounge Suit.

At Oxford, says the same writer, some of the younger men were seen wearing extraordinary clothes. For instance, one young man on friendly terms with the Prince of Wales had on a lounge suit with very long, soft rolling lapels and the two buttons placed very low, little details which make a lounge suit look entirely different; the material of the suit was a brown and white herringbone of a rather pronounced type. The cloths that the Oxford undergraduates usually favor are of the coarser or rougher kinds, such as homespuns, lovats and Scotch tweeds.

Green Suits at Oxford.

At Oxford a number of green suits were seen and it would look as if greens were going to be worn, in consideration of the fact that the correct men of a Varsity town set many styles.

A few years ago the fad at Oxford was lovat or gray flannel trousers; to-day it is knickerbockers of the rice-bag shape; but the knickers are only worn to display the wonderful stockings. Some of the palest shades of biscuit and greens have been seen. In the shop windows they would have been thought extremely loud, whereas worn with the correct clothes the effect was excellent.

SOCCER LEAGUE IN MONTREAL.

Montreal has a dry goods soccer league which made quite a showing last season. At the annual meeting held recently representatives were present from Goodwins, Morgan's and Scroggie's and an effort is being made to get Murphy's to join again. The officers elected were:—T. Hargreaves, president; J. Taylor, vice-president; S. Marshall, secretary, and Mr. Doe, treasurer.

Combining the Right Patches in Each Individual

Human Nature, Like Patchwork Quilt and Salesmen Should Size Up Each Customer—A Few of Positive Disposition Do Not Relish Suggestions—Most Are Ignorant of What is the Exact Style—A Study of Oneself the Best Basis.

First of Series prepared for The Review by J. Willoughby

NO two persons look alike. From the West recently we had the novelty of a hatter introducing charts which proved conclusively that no two heads—especially mens—are exactly the same shape. No two heads contain exactly the same mental equipment; and it is safe to go one step further and say that no two tastes in dress can be depended upon to run exactly the same, especially throughout seasons which introduce such a variety of styles and colorings as at the present time.

No two tastes are alike. And we are going to apply this to the mere male for the present—that no two women have the same taste in dressing will go without much argument in this department. A few years ago men seemed to have the idea that the nearer they could dress to a certain standard the nearer they were to being correct for that season. But even then there were always differences in taste in detail. To-day with the tendency for novelties and individuality in clothing, hats and furnishings, and the introduction of bright colors, the individuality of taste becomes more and more pronounced.

STUDY BETTER THAN BIRTH.

If the salesman in the men's store department will grasp this point he will be laying hold of the fundamentals of salesmanship. Let him consider that to meet rightly the customers of his store no two should be treated exactly alike. This is going to an extreme, but it would represent an ideal in dealing with patrons: the closer to the ideal the more sales that likely to be made.

You will often hear the expression that so-and-so is a born salesman. We do not believe that salesmen are born. It may be true that some men will have a greater natural suavity and approachfulness in dealing with customers, but it is the salesman who studies his customers and who acquires an understanding of the individuality in people that will meet with success in the men's store; to this knowledge no one is born.

The man who takes up salesmanship should consider that he is entering into a profession. The law student who merely stood in a law office and talked to the people who came in would know very little of the profession. If it is necessary to devote years to the study of law; if the man who would be a doctor spends years in a study of the body—then let the salesman devote himself to a study of human nature and to the individuality in the people with whom he has to deal. The store of the salesman should be his college.

PATCH-WORK QUILT.

A good suggestion to the salesman who would sell to men and who would get some knowledge of some of the factors of the human personality would be to first study himself. Every man has a personality that will reveal itself in many complexities if he will but study it; to the average it may appear that such a study reveals qualities and "kinks" of nature that do not enter into the make-up of the average.

This is a mistake; every man who would know other men should be impressed with all the factors that go to form his own personality and that co-operate to create certain likes and dislikes. He cannot apply these same standards to his customers except in the sense that he will be impressed with the delicacy of the human mechanism upon which a decision in a purchase and sale depends. If he will consider that human nature is always made up like a patchwork quilt and try to get the right patches combined for the individual, he will be getting on the right track—individualize the customer, measure him up and then try to appeal to him as himself.

Generally speaking, the salesman can be assured that in selling furnishings to a man he will be correct in making suggestions; but this is not always the case. It is for the salesman to decide whether a man is of that positive disposition that leads him to enter a store for one article and who wants nothing more; who considers it an intrusion for the salesman to make suggestions.

READY FOR HALF A DOZEN.

The majority of men, however, enter a furnishing store with a reminder that the last look in the collar-box revealed too many raw edges or that there are holes in several pairs of sox—but who are prepared to buy half a dozen articles if they are properly suggested to them.

The average woman who goes shopping may be depended upon to see everything she wants and a lot of other things; the average man thinks of something he absolutely needs, rushes into the store to get it and then often buys several more things if the right kind of salesmanship is employed. The way in which these suggestions can best be made will depend upon the customer; in some cases a positive suggestion will be effective; in another it will be better merely to generalize; in another to mention a number of articles and run them over in a conversational manner along with the usual remarks about the weather or the ball scores. These are the points which the salesman must decide for himself; points which only can be decided after experience and a thorough study of human traits.

TELLING THEM WHAT IS WHAT.

Then there are many other points. The average man, for example, is often out of touch with exactly What Is What in style details; there are things he would like to know without asking—here is where the knowledge of human nature will be useful. Often a man wants to know some details about formal dress when he is making purchases; if the salesman has sized his man up rightly he can introduce the subject inadvertently without appearing to be giving hints of that with which the customer should already be acquainted.

Again there is the big question of the suitability of goods for the right man. Some men, it must be remembered, want what they want no matter what it looks like, it and they are going to have it; they suit themselves first, no matter

(Continued on page 64.)

Posting Ball Scores for the Hungry Fans

Northway Men's Store in Orillia Anticipates the Daily Papers' Arrival in Town by 18 Hours—Giving Score Cards for Local Ball League—Getting in Touch With Those Who Love Sports.

WHERE there is a strong sporting spirit in a town it usually is good business for men's wear stores to acquire the reputation for being interested personally in the athletic events, for it usually results in the establishment of a friendly feeling towards the members of the firm, and none know better than those who have succeeded along this line just how influential it is in drawing young men's trade. This is why in many places the men's furnishers back the ball teams, donate caps, arrange sports programme, etc. The influence is recognized sometimes in a way that all do not relish—the men's furnisher is considered the legitimate prey of the subscription list. It is felt that he stands to gain by his personal connection with sporting events in drawing trade from the young fellows who recognize his sympathetic feeling towards their amusements. It is a field that is usually pays to cultivate.

Many instances have been given in The Review of schemes that have been devised in this direction, one lately mentioned being the score board set up by Thornton & Douglas in the ball grounds at Berlin, with a large advertisement of the firm on the top. The posting of scores is a favorite device, as it draws a number who are interested in the results.

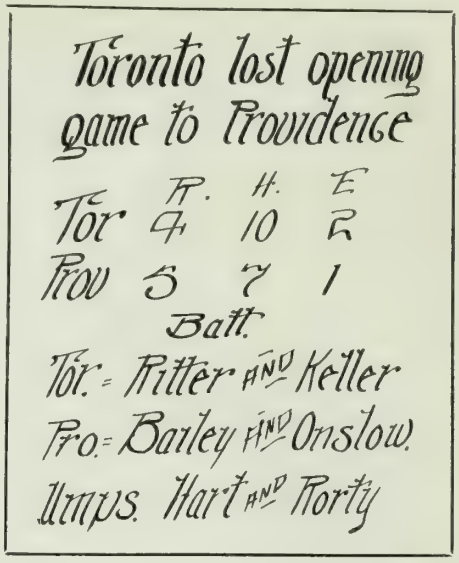
Where News Comes Late.

The town of Orillia offers an opportunity for this that could hardly be excelled so far as lack of competition from newspaper sources is concerned. The morning papers from Toronto do not reach the town until about noon of "the day after." The consequence is that, as the local weekly papers do not post the results, ordinarily the sporting element has no means of knowing baseball records until late in the next day. This, for the ardent fan, is an almost intolerable situation. Recognizing the opening, W. H. Mills, the young manager of the men's wear store of The Northway Co., decided to post the score in the International Baseball League so far as Toronto's games are concerned. A sample of one card placed in the window is given here. The advance announcement read: "Watch for the results of the Toronto baseball team's games in this window every night."

Score Cards for Local League.

The activity of the store does not end here. There is a baseball league in Orillia and games are played usually in the evenings of Tuesday and Friday throughout the season. Hundreds attend these games, and each one, if he wishes, may hold a score card, with spaces for the names of the players, runs by innings, and the "box score." This is a small and handy booklet of four pages, presented by "The Northway Men's Store." A couple of pages are reproduced here. At the top and bottom of the score pages are catchy invitations to buy special lines of sporting and other goods at this store. The effects have been very beneficial.

Any time a cup, used as a prize for a sporting event, can be shown in the window, Mr. Mills is after it, as his aim is to make this store a sort of Mecca of sporting life for Orillia.



Record of Toronto's score in International League posted every night by Northway store. First newspaper arrives next day about noon.

COMBINING THE RIGHT PATCHES IN EACH INDIVIDUAL.

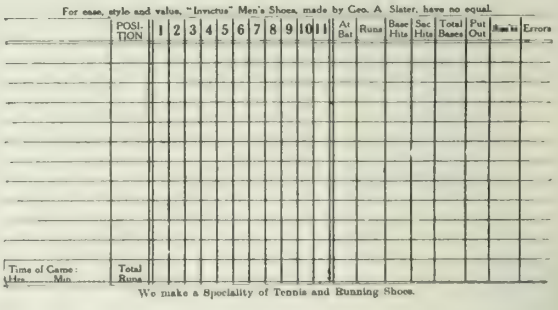
(Continued from page 63.)

what the effect. But the majority of men will be found open to advice and the average will be found who will put a good deal in what the salesman tells him with regard to the style of a hat, the height of the crown, the color of a necktie, the cut of a collar, the design of a suit and many of the other things that enter into the selling of goods in a men's store.

Psychology in relation to salesmanship is a big subject; it is a study which modern salesmen are giving their attention. In a more or less degree it should be studied by every clerk who wishes to be successful in dealing with those who come to purchase—and who can usually be kept to purchase more.

DEATH OF MONTREAL MERCHANT

George W. Clarke, who has conducted a large fancy goods business in St. Catherine street west, Montreal, for many years, died recently as a result of a paralytic seizure. Mr. Clarke was 72 years of age and had been in the dry goods business for 48 years, prior to which time he was an employe of the Montreal Herald. He was a man of retiring habits, socially, and was very highly regarded by all who knew him. He is survived by a widow, one son and five daughters.


For ease, style and value, "Invictus" Men's Shoes, made by Geo. A. Slater, have no equal.
POSITION
1 2 3 4 5 6 7 8 9 10 11
At Bat
Runs
Base Hits
Sac Hits
Total Bases
Put Out
Assists
Errors
Time of Game: Hrs. Min.
Total Runs
We make a Specialty of Tennis and Running Shoes.

This is a fac-simile of two pages of a four-page folder that is distributed to the "fans" at the ball games of the local league. These are used twice a week at the scheduled games.

Balmacaan Overcoats Modified for Fall

Wholesale Use of Type at all Prices Has Led to Falling Off in Popularity — Chinchilla Must Give Way in Part to Harder Finished Material—Forecasts of Retailers and Makers.

WHAT of the Balmacaan for Fall and Winter? This is the first question that the average men's ant supplier will ask with regard to is overcoat stock. And the next ques- on will probably be as to whether the inchilla will be as popular in heavy aterials as it was for the Winter trade f last year.

Stock Balmacaans judiciously; their opularity will depend on local demand n most cases, and, generally speaking, ey are not likely to be in such keen emand with well-dressed men. Be pre- ared to supply a harder surfaced line f material in heavy coats than e chinchilla and drive home e argument of wearing ser- ice.

Thus can be briefly sum- arized the overcoat advice hich The Review is able to ive to the Canadian trade af- r inquiring in reliable manu- acturing quarters and of uthorities in the retail busi- ess who are in touch with the dvanced situation.

With regard to the Balma- an, the general prediction is at it will have, or—to go to e extreme—has had, a butter- y existence. In Canada it is ing out before it really came with the general trade. In is country it was too extreme model really to take. It ap- ealed to the better class resses as a novelty, and so rongly has it been played that e exclusive man is looking for mething different.

While in Canada the Balma- an coat has not been gener- ly worn outside of the big cities, popu- r Americanization has led to its short e. In the large centres of the United ates it is being worn by all classes; has become so cheap in price that it common, and the exclusive dresser is eking something else. In Canada the eap coats have come practically at the me time with the expensive, well- ilored ones, and they have gone to- ther; to the trade the effect of this ed not be pointed out.

The Balmacaan coat will remain popu- r undoubtedly as a slip-on coat with od dressers, as it has been for years, d as a shower-proof garment it is ex- llent. To appear at its best it must well tailored, and in the cheap- garment now being turned out the original has almost lost its identification. The manager of a large clothing store remarks that the only original feature of the model re- maining is its "sloppiness," and in the cheap garments "the only place they fit is around the neck." As a garment for the man who can afford several coats it is an excellent variety in the opinion of several makers of men's clothing, but as a standard model it lacks in dressiness for most occasions.

A Semi-Raglan Model.

But though the Balmacaan may go out, the influence of the model and of English tailoring generally will be seen in many of the new coats. Many will be made on the loose model, with the sloping shoulders, but they will differ from the Balmacaan, in that they will have lapels instead of the Prussian collar. A popular change for the loose model will be a new shoulder showing the sleeve inset at the back and the Raglan effect at the front. This model, which is predicted as the popular thing for the general trade, will have a mod- erate flare and sloping shoulder.

A NEW TYPE FOR FALL.
Overcoat model which promises to be popular for Fall and light Winter wear. Shown by Fairweathers.

Balmacaan History.

The Balmacaan coat caught the Ameri- can public as a novelty. It is one of the first extreme styles to go strong with the general wearer, and in this there is an indication that men are less inclined to stay with the conservative models. But as something new the Balmacaan is traveling under false colors. The coat has been made under this name in Eng- land for seventeen years, and before that for a quarter of a century it was known as the "slip-on" and the "cover-all." It was given its name by Kenneth Durward, and registered in England, so that he is the only man who can make it in that country. The name is after a place in Scotland, and the his- tory of its application introduces an American millionaire, who has his cloth- ing made by the London dealer, and who went to Balmacaan for the bird season. Durward got his permission to use the name in connection with the coat, and also made use of it as his cable code name, which he still uses. Truly, "there is nothing new under the sun."

Ulster to Hold Its Own.

As a heavy coat the double- breasted ulster will hold its own as a practical Winter gar- ment. There will also be a re- turn to a considerable degree to the shaped coats, and this is particularly true with regard to the more dressy models. A stylish cut for the slim man will be the form-fitting Chesterfield, the general impression of which will be much as that of the morning or frock coat. It will be worn both with self and velvet collars.

Harder Surface Materials.

In the Winter coats the harder weaves will be stocked. The great run on the chinchilla will not be duplicated, and with the smoother cloths there will be some patterns shown. The new materials will have the asset of being better wearers than the fuzzy-surfaced cloths, which from the utility standpoint led to many complaints last Winter. How- ever, most dealers left the responsibility of purchasing a coat of this material with the customer, as they could get no guarantee from the manufacturers.

This coat has a combination shoulder with inset back and raglan front. The effect is English, the shoulder being natural and body hanging full. The collar will be cut with lapels comparatively high and patch effect pocket.

Shinkee braid with pencil curl, 2¼ inch brim, scarf band, 4-inch crown, and diamond telescope effect. Shown by Jess Applegath, Toronto.

SUMMER NOVELTIES.

—

May have run in 1915.

Mackinaw braid straw model, ultra fashionable for 1914, which promises to be strongly in vogue next year. Note the droop brim, four-inch crown with creased telescope, and 2½-inch brim; also narrow band and loose end knot. Shown by Jess Applegath, Toronto.

Contrasting Ribbons Feature of Fall Hats

No New Shade in Sight, But This May Prove the Novelty Demanded—Looseknot and Brim Binding in Same Shade—Very High Shapes Attempted in Straws — Puggaree Bands Strong.

ALL indications are for a good Fall season for men's soft hats, although another run on these lines means that there will have to be some distinctive changes in the styles to maintain the popularity. Just what those distinctive fashion features will be now seems to be pretty well decided. In the style centres novelty style creators may be expected to spring some new things at the last moment for exclusive trade, but in Canada there is still a marked reluctance on the part of the male wearer to take to what might be called the freaks of style, although of course there is an up-to-the-minute demand in a comparatively small specialty trade.

Loose Knot in Contrasted Ribbon.

The big selling feature of the Fall hats will be contrasting shades in ribbons, and in some cases in the bindings to match. With the new ribbons will be shown a new bow—a loose knot going with a narrower band tied in the three-quarter position. This knot will give the impression of being tied by hand, the effect being one of less formality. The butterfly bow will also continue popular.

The variety of contrasts in colors will be wide but the shades will be chosen to show a tasteful and harmonious combination.

Higher Crowns With Pencil Roll.

As to shapes, the tendency of the crowns continues upward and with the increasing height a slight slope is introduced; in some extreme models the taper is varied by a semi-bell effect with a flat top but this will not find a general run. In crowns, the telescope, diamond dent and plain dent will prevail. With the tendency towards higher crowns there are lighter brims. The full roll will be less seen and instead there will be a pencil roll or the welted effect, the two latter better permitting of the colored binding to match the band, which effect will be quite the thing.

Black Relieved With Grey.

The question of colors opens a big field of speculation. With the general trade blue was the big seller of the Spring, and is looked to continue strong with a contrasting ribbon band of pearl grey generally used. Green also will be again good. As to a color departure there is more difficulty in forecasting. In some quarters it is predicted that the natural turn will bring grey to the fore and pearls with black bands and iron greys with pearl bands are being shown. The suggestion that black will forge its way to the front in soft hats seems to be falling short and where the black felt is used there will be with it a relieving band of pearl grey.

To make stiff hats strong in Fall popularity there will have to be a change of style sentiment from what is felt at present, and the makers are not finding a strong demand. The tendency in the stiff hats which, of course, will have a stronger call for Fall than for Spring—will be higher crowns with a corresponding higher roll to the brim and the three-quarter bow. The bell crown and extreme tapers will be seen in some ultra fashionable models but they may be looked on as novelties.

CONTRASTING BAND AND RIBBON.

Felt model for Fall trade shown by Fried, Grills & Co. Note the high crown and taper with the flatter brim and the new contrasting band and binding. The necktie bow is distinctly new and goes with a narrower ribbon.

Fall Caps.

It is difficult to get a line on the Fall cap business and it is hard to say whether the soft hat will have to give way in this department. New styles are being shown. Practically all the models are larger and the general effect is to give fullness to the crown, pleats and folds being used to this end. Materials shown indicate a strength for mixtures with the checks and loud pattern cloths somewhat in the background.

Prospects for Summer.

The big run on soft hats will find its first interruption in some months when Old Sol drives the male being to the shelter of something lighter and cooler in the way of headgear. After such a strong run of soft felts, and with the prospects of another season of similar styles in the Fall, the straws and panamas should come as a relief and a big run is generally looked for.

The strength will undoubtedly be in the straws. The impression is strong that the effect of the flooding of the markets during the last couple of seasons with cheap panamas has had the to-be-expected effect.

1. Balmacaan hat for Fall, made of Dongola tweed in different colors. Notice the diamond crown, ridges on sides and cloth strap band.
2. Light silk crusher for Summer wear. Shown by Cooper Cap Co.

A big selling line will be the sennit sailor. Crowns will be high, with the general run to three and three and a half inches, and with crowns of this height there is a slight taper, and narrow bands with the loose knot in favor. Splits will also be strong in this shape, and in both the two-inch brim will be the regular run. Ultra fashionable models are shown with the crowns up to four inches and a pronounced taper, but this is extreme for this season although although it may be taken as the forecast for the 1915 trade.

For the dresser who wishes to be hatted according to the extreme decree of fashion there will be a popular new model in which the latest styles in felt hats are incorporated. These show a high crown in soft straw with a turn or pencil roll brim with the dropping effect; the crowns go four inches with both the telescope and the diamond dent, and the bands will be either the new narrow ribbon with necktie knot or the colored scarf.

There will be a popularity for Puggaree bands in all colors and patterns which will be used both with felts and straws.

A PRONOUNCED TAPER.

Sennit straw model, ultra fashionable for this season, but showing what is being made for the 1915 trade. Shown by Fried, Grills & Co. Features are the 4½ inch crown with pronounced taper; narrow brim, narrow ribbon and loose knot with draped ends.

Panamas Follow New Styles.

Panamas are showing the influence of style to a more marked degree than in the past. There are models with the pencil dropping brim, the high taper crown and the telescope effect, but for the most part more conservative models will prevail. In relation to the Panama there is a feeling in the trade that there will be less demand, but that the expensive hat will still be popular with those men who want to appear well dressed and in the fashion but who desire distinctiveness rather than to follow the general trend of fashion.

MORE CURLED BRIMS ON SOFTS.

"In stiff hats there is no decided change in shape, but brims are inclined to show more curl at the sides, the front and back brims remaining flat, a distinct improvement on the old style of curled brim which showed a decided arch," says The American Hatter, in an article from London.

"The soft felt hat still remains as popular as ever, but the shapes shown are smarter and not so much on the neglige type as they have been. Brims are rather more curled and are worn as blocked, instead of being pulled into any angle. Turned-over stitched edges are becoming very popular, partly owing to this change, as they retain their shape better than the plain cut edge brim. Drabs, slates, pearls and dark fawns are the principal shades sold for home wear, and a light hat, with a dark band to tone is rather favored."

Output of Ties for Fall

MONTREAL, May 19.—(Special.) High colors and large designs, mainly in printed warps, will be the big sellers for Fall and Winter, say manufacturers. The tendency seems to be all this way at present, and the makers are preparing for a heavy demand in these goods.

Chine effects and ombres are considered best, and these are being largely taken for the coming Fall season. Nothing is now heard about velvets. They had their run, and are now numbered among the "dead ones." Silks and satins and poplins are good in stripe effects, and as usual there is a good amount of business being done in plain colors.

Greens, which have been considered "passe" recently are said to be coming back into favor, and many orders are being booked for Fall in various shades of green. It is predicted that they will be very strong, and will figure big in the Christmas trade. Blues and purples are also well thought of, and will doubtless divide popularity with the greens.

In make-up, the open-end tie is still the favorite, and there seems no reason to doubt that it will continue in popularity. Faced or lined wide-end styles are very strong at present, and are selling well for Fall.

Sales of neckwear with the retailers have been about the average, and there has been a fairly satisfactory business done in the novelty lines that have come out from time to time. The season for wash ties is now here, and though the backward Spring weather has to some extent retarded sales in this line, there has been a fair demand for this class of goods. In addition to the usual assortment of striped cotton materials and cotton and silk goods, there has also been shown a line of crepe effects, which have taken very well.

WITH MEN'S WEAR MEN.

Philip Dwyer, Toronto, merchant tailor for the past fifteen years, died on May 13th.

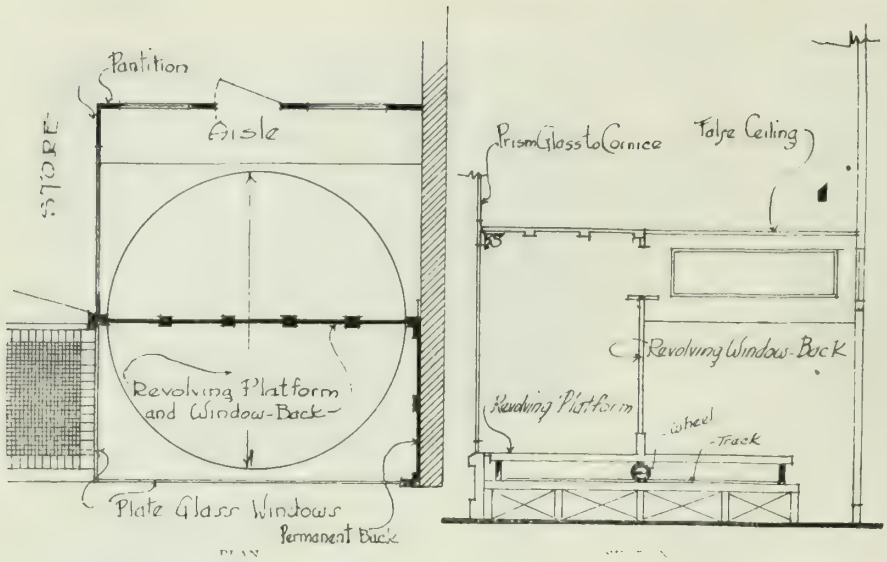
William Montgomery, Toronto, merchant tailor, passed away on May 14th from pneumonia.

C. Becker, Vernon, B.C., who some time ago sold his tailoring establishment to D. McKay, has again entered into business, buying out Mr. McKay and R. J. Armstrong.

Weekly Half Holiday.—Merchants of Ward Seven, Toronto, have started to close their stores and shops early on Wednesday afternoons, and will continue the practice weekly throughout the Summer

A. Cristall, Edmonton, Alta., is remodeling the old stand of the Cristall Palace Clothing Company, and reorganizing the concern. Mr. Cristall was one of the pioneer business men of Edmonton.

Newton & Freele, Strathroy, Ont., who recently opened an exclusive tailoring department in connection with their business, have decided, on the advent of Niagara power, to install electric sewing machines and irons, and manufacture on the premises all their ready-to-wear clothes.



Sketch showing how the revolving window is construeted. Half of the window is thus used for the arrangement of the new display, while there is a continual showing in front.—Courtesy of Men's Wear Review, New York.

Continuous Display Window

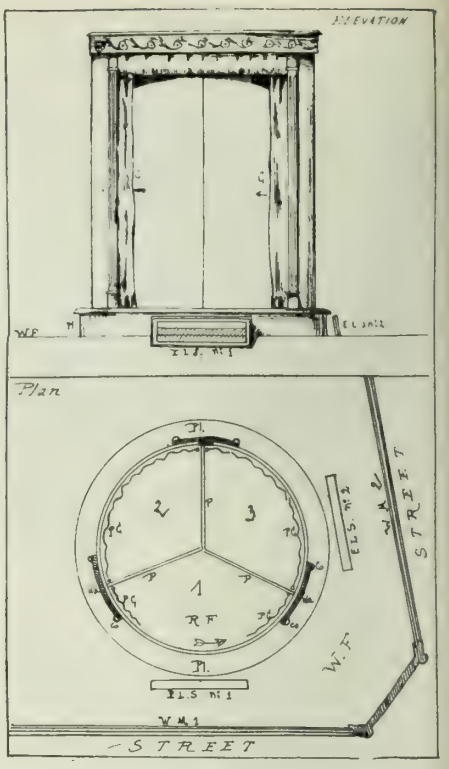
Revolving Platform Permits Dresser to Work Without Drawing Blinds—Paris Novelty is a Revolving Window Booth.

ONE of the new things in window display arrangements is a mechanical device by which it is possible to change the whole interior and to have one display before the people while another one is being prepared. This window device which makes it possible for a continuous display and rapid changes is described in Men's Wear of New York, and is illustrated in the accompanying sketch.

The principle is of a revolving circular platform, of which the central division forms the back of the window. Thus there is always a display in the window even while a change is being made. Another advantage which can be gained is that two displays can be made during the same day, and in some cases this is an advantage, especially where at different hours there may be a marked difference in the passers-by; for instance during the afternoon there may be a class of shoppers on the street interested in a more expensive class of goods than those that might be passing at the hour of the closing of offices and manufacturing plants.

A Revolving Booth Device.

Another novel and effective mechanical device for window displays comes from Paris. This also works on the principle of a revolving platform, but with the difference that the whole arrangement is within the window and in the case in point, where the window is on a corner, two displays can be made at the same time while a third is hidden. In the first sketch is shown one of the three booths. At the sides marked "C" are the curtains which are kept closed while the platform is revolving. "E L S," indicates an electrical sign, upon which is shown a description of the display on the interior. For instance on the sign appears "What our well-dressed men are wearing," and on the second line "Narrower trousers"; the curtains then are drawn aside and a figure of a man is revealed, representing the interior of a dressing room with the figure seemingly arranging his vest before a mirror. The lights go out and the apparatus revolves. A second booth comes around, and on the sign is flashed "Vests are cut high," and a figure is revealed with a high cut vest. In the meantime the first figure is in the second position, and here by the aid of the electric sign attention is called, not to the narrow trousers, but to the new fabrics.



Revolving cabinet for displaying men's wear in window. W.F., floor of window; E.L.S., electric light signs; C, curtains; R.F. shows the floor of the revolving plat form, and P the partitions between the booths.

FEE FOR "OUTSIDE" AGENTS.

A deputation of retail merchants from Victoria, B.C., waited on the city council to protest that the amount of the licence fee imposed in the case of men who act as agents for outside firms of manufacturers is not adequate. The figure is $50 every half-year, and this was compared by the speakers with the $500 exacted every six months from transient traders.

The statement was made that the agents are a greater source of loss to local merchants than the transient traders, and the matter of men's and women's suits, for which orders are taken by agents, and which are supplied from outside the province or outside Canada, was particularly referred to.

The council informed the deputation that the amount being charged now is the limit allowed by the law and cannot be increased.

LONDON HOSE PROSPECTS.

Reports from London indicate that the artificial silk hose and half-hose are meeting with the expectant large call, but that good lines of lisle and cottons are by no means left out in the cold. It is predicted that the demand for the fibre goods will cause a scarcity later on. The sweater business is showing signs of improvement, although it is still far from being up to the standard. Operations by the retailers for Fall, however, are more encouraging to the mills than they have been any time since the first of the present year.

Two Distinctive Men's Wear Trims

Window trim by Chas. H. Aiken in his new store on King Street west, Toronto. Here Mr. Aiken shows the individuality of stripes, which at all times have a strong character. The flannel robe is a novelty of the season for wear at summer watering places. The stripe idea has been kept up in the shirt as well. A soft tone is added by the floor covering of corduroy plush. A neat card completes the trim. Eleven years' experience in the men's furnishing business with Ely, the King Edward Hotel haberdasher, of Toronto, should prove a considerable asset to Mr. Aiken. Rich mahogany fittings with inset display cabinets give an impression of good taste to the interior, and the manner of handling the set-ups and trimmings reveals considerable individuality.

This clothing display is a good sample of the class of work turned out by Mr. Hallgarth, for D. E. MacDonald & Bros., Guelph. The coats and trousers are displayed in easy fashion, and accessories in the form of hat, gloves and cane are placed to good advantage. The words on the card, "Your Spring suit is here," is an arresting form of invitation.

Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES

The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August, 1914

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made and Prizes Presented by Prominent Toronto Citizens at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes :

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

OPEN TO ALL WINDOW TRIMMERS IN CANADA.

Class 6—

1st Prize - - - Gold Medal
2nd Prize - - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Acton Pub. Co.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8—

1st Prize - - - - - - $5

For the best background suggestions. Suitable for opening, anniversary or special events.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

(b) Any number of photographs can be submitted, but only one view is necessary to enter competition in any class.

(c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.

(d) All photographs to be forwarded to the secretary by July 1st, 1914. Pictures will be returned to contestants after the convention if requested.

(e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, and whether for annual contest. Class number must also be designated.

(f) All windows to be judged under numbers, any identifying marks must be removed. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1—

First Prize - - - Gold Medal
Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

(a) Cards used must be first used in merchandise displays.

(b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.

(c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - - - - - Gold Medal

Second Prize - - - - - Silver Medal

Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

TERMS OF CONTEST:

(a) Announcements must have appeared this year.

(b) All copy must be original.

(c) Not more than six examples to be entered in contest.

(d) All ads to be judged on points—1. Editorial and descriptive text. 2. Layout. 3. Typographical effect. 4. Originality of ideas.

All entries to be forwarded to secretary by July 1st, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.

Seasonable Cards for the Month of June

Outstanding Feature is Weddings, and Men's Store Can Pull Extra Trade by Giving This Subject Special Attention in Window Trims—Horse Shows Increase Trade in Many Districts.

Written for The Review by Paul O'Neal

IT is unfortunate that the rush and hurry and worry of commercialism has no room for sentiment. The month of June is the most charming, most delightful of all the year. Richly laden with a fragrant freshness, all nature is atune with new life. The flowers, the blossoms, the garden, are all at the zenith of their summer glory. But cold commercialism steps in and says: "We have no time for that, except as it may be diverted into advertising channels." And so June is shorn of its delights and charms that business may be boomed and trade not suffer.

Then if June must be turned into the advertising channel let us take advantage of one outstanding feature that has long been recognized as the characteristic feature of the month. That is weddings. A men's wear store can afford to step aside from the ordinary methods of decorating and display and arrange something a little beyond the ordinary. A window with suggestions for the wedding may be devised. A floral arch or bower will make an appropriate and attractive setting for the background, while flowers and roses may be used with plenty of white ribbons. This layout may be dressed with a man's figure in the arch in a wedding suit. Other suits appropriate for weddings may be displayed also; or suitings that will make up well into clothing for wedding occasions may be shown. An odd flower carelessly dropped here and there through the display will give a special attractiveness.

Suggestive Wedding Cards.

A window of furnishings may follow. These should be only such lines as are used for weddings, shirts, collars, gloves, ties, handkerchiefs, silk and other hats. An appropriately worded showcard will complete the display. "Suggestions for the wedding," "Suits for Wedding Occasions," "Some New Lines Suitable for the Wedding," "Wearing Apparel for the Groom, Groomsman and Guest," or similar suitable wording.

In localities where horse shows are held you may take advantage of such events in the decorating of your store and windows. These shows usually have some distinguishing colors, yellow and black, yellow and blue, white and blue, etc. These colors may be utilized with telling effect. Whips, large horseshoes, saddles, bridles, figures of horses, etc., work to excellent advantage in the decoration of windows. With ribbons of the show colors a window of unusual attractiveness may be obtained.

Specially Designed for The Review by Paul O'Neal.

It may be necessary to offer some attractive inducements in June to meet the exigencies of present conditions. These may be some special inducements in the reduction of prices; or you may be able to make some special buys that will enable you to offer some worth-while trade-winning values. This may be in suits, cloths, or the various lines of furnishings. Our advice is to make these special offers on one or two lines only at each time. Make them sort of trade winners to attract customers to the store. If this is accomplished it may help the movement of regular lines.

Card Hints for June.

The dark card with wedding suggestion is square in shape, and may be made almost any size, according to the room in your window. Four pieces of circular corners are cut from a darker shade of card and pasted on to the corners. The lettering is in black and shaded in white.

The styles card is one of general character. It will do either for furnishings or clothing. The word styles may be done in red or black and shaded with some subdued color. The margin should be in the same color as the shading. The small letters should be in black.

The suits card is distinctly for wedding garments. It will be for a window in which ready-mades or suitings are shown. The word "Suits" should be in red, with the outline in black. The small letters are in black. The two border lines at top and bottom should be in light green.

JAMES McNEILL DEAD.

A dispatch from Winnipeg states that James McNeill, a well-known retail clothing merchant, died on May 11, of pleurisy. He was an ex-president of the Winnipeg Retail Merchants' Association, and had been in the business there thirty years. Mr. McNeill's cut was used in last issue of The Review.

Challenge Collars

Selling Point *No. 4*

A Third Heavier Than The Rest

The materials used and the process employed in the manufacture of these goods combine to produce a collar that is a third heavier than other makes sold at a similar price. Other features which go to make Arlington collars the best line to handle are the **strength of buttonhole, proper balance, easy adjustment tie space, general appearance** and **perfect satisfaction** to you and your customers.

Samples sent on request.

The Arlington Co. of Canada, Limited, 54-56 FRASER AVENUE TORONTO, ONT.

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"Wear Best Where Most Wear Worst"

Lion Brand Clothes

You know; your customers know; and **we** know how hard boys are on their clothes. Accordingly, Lion Brand Boys' Suits are strengthened to withstand this wear—the double seat, double knees, and double elbows make them last twice as long as the ordinary suit. Tell your customers about this splendid feature! It will mean sure sales.

And style is not sacrificed for durability in Lion Brand Clothes. They are made in the most up-to-date snappy styles that at once appeal to the lad.

Give Lion Brand Clothes a place in your store. It will amply repay you. Samples sent on request.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :— Clinton, Goderich, Exeter, Zurich

Show-Card Writing

as taught by the Edwards Short-cut System means quick advancement

and a steady position. Learn in your spare time to make show cards, that sell the goods, by taking our mail course of instruction. Others have made good, you can do the same.

Write for handsome prospectus.

THE SHAW CORRESPONDENCE SCHOOL
YONGE and GERRARD STS. **Mention this paper**

CEETEE
Worn by the Best People
Sold by the Best Dealers.
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.
The C. Turnbull Co. of Galt Limited
Galt, Ontario

The June Bridegroom and His Clothes

Influence of American Tendencies and English Fashions Give Latitude in Details—The Cutaway Coat Favored With or Without Braid—White Gloves, Ties and Spats at a Toronto Wedding—The New York Standard.

ALTHOUGH usually considered of very secondary importance in the wedding display, if not in the ceremony itself, the groom who stands before the June altar must give just as much thought to his apparel as the bride and in fact perhaps there are more noticeable details to be considered. At least many men who have been there think so.

The modern groom finds that his dress is not the stereotype of fashions that it was in the day of his father. In Canada there is considerable latitude between the opinions of different tailors and furnishers; the English opinion is, of course, the foundation, but there are American adaptations which form an influence in some quarters.

Cutaway the Big Favorite.

The cutaway coat is now considered as being the standard for day weddings, but there are some authorities who remain true to the frock. In the cutaway the color is black in almost all, but the groom with a morning coat of dark gray will not be unusual this year. With this coat the American tendency is to introduce a braided edge of flat silk, but the English taste is for a hand-sewn edge with prominent stitching. Trousers are of striped worsted or dark gray or to match the coat, with the waistcoat also to match the coat.

The hat is the regulation high silk with broad felt band; the shirt white with either stiff or pleated front; the collar, poke or wing; tie, the four-in-hand or ascot of black and white or pearl-gray; the gloves of pearl or white suede or glace to match cravat; shoes, patent lace or button with kid or cloth tops; pearl or moonstone studs, links and scarf pin.

But every groom does not stand by these standards absolutely, broad though they may be. At a recent stylish wedding in Toronto, the groom, best man and ushers all wore white ascot ties of brocaded silk, white doe gloves and white spats. The effect was quite smart and others may be expected to follow the fashion. In shoes one tailor advises gunmetal with the morning coat; he does not favor patent leather except with evening wear.

For Evening Ceremony.

For the evening wedding the groom will wear the swallowtail coat with trousers of the same material. A close-fitting one-button effect is now considered good with roll lapel. With this the Chesterfield overcoat of the cape Patetot may be worn. The waistcoat should be single-breasted of white pique lawn or silk. The hat is the high silk with wide band; shirt, stiff, white pique or linen; collar, poke or wing; gloves, white glace or reindeer; shoes patent leather buttoned cloth or kid tops; pearl or moonstone links or studs; white tie or stock of plain or figured pique or linen.

The best man and the ushers should endeavor to follow the fashion of the groom so far as possible and what is worn by him will be best suited to them.

"American" type of bridegroom's outfit with braided edge of flat silk on coat. Courtesy of "Vogue."

The Smart New York Groom.

Following is a description of the apparel which will be worn by the well-dressed groom in New York, and with it goes the tip to the groom that he ought never to appear dressed up, that the prime requirement is unobtrusiveness of detail. The morning coat or cutaway is held to be correct, a narrow black braid being used; the frock coat is also mentioned as quite permissible. Some of the extreme morning coats are cut very tight with one button. With the cutaway is worn a waistcoat of the same black material with an edging of white pique at the top and trousers cut without much fullness, of gray striped material, which may be rather light in tone. The shirt should be plain bosomed with plain, attached cuffs; the cuff links should be of plain gold or gold and enamel and the studs of plain gold. A moderately high wing collar should be worn; this may have either pointed or rounded wings, which are well pressed back. The appropriate cravat is a four-in-hand, preferably of dark blue or purple, although other dark colors are allowed, and a striped or flowered design may be selected. The groom's clothes are completed by a sheer white handkerchief, a pair of plain pearl gloves, a plain Malacca or ebony stock and silk hat.

James G. Somers, Toronto, died on May 14th at the advanced age of 91 years. Born in England, Mr. Somers settled in Elora, Ont., where he started in the clothing business, which he continued for forty years. Retiring, he returned to Toronto, where he lived until his death.

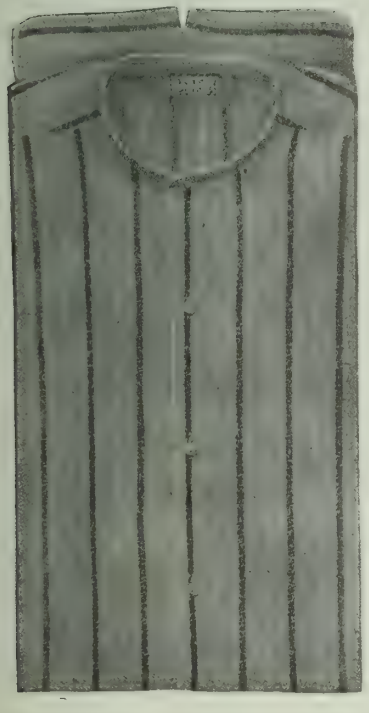
J. W. McConnell, Montreal, has succeeded S. Lorne McGibbon as president of Goodwins, and he has associated with him on the board C. F. Smith, C. W. McLean, Milton Hersey, T. C. Webster, W. H. Goodwin, J. W. Ross, G. S. Mays, R. N. Smythe, and James Wood Thompsson, Toronto, the last four mentioned being new members. W. H. Goodwin continues as managing director. The financial statement shows a net balance equal to 12 per cent. on the preferred stock.

No. 240 CASE
Write for price and full particulars

This case should be pulling for you

Case No. 240 in your store will prove its value as a business-pulling investment. It presents your most attractive goods in a way that is positively irresistible. It makes a silent, but a very effective salesman and will pay for itself very quickly in extra sales. **Our catalog of special designs will be interesting to you some time—if not now. Write for it to-day.**

H. L. Wood & Company, CORNER NOBLE AND STRICKLAND STREETS **Toronto**



Fall shirt styles that are distinctly *Exclusive patterns, Attractive styles*

Has the Star man dropped in on you yet with the Fall range of shirts? He may be due any day, but to be sure you see this record-breaker as early as possible drop us a line and we will make special efforts to present it at once—by all means don't miss it if you want some real winning numbers for Fall. Our ranges of Fall and Winter underwear and Christmas neckwear are intensely interesting. See them too.

Star BRAND

Van Allen Company, Limited
HAMILTON, CANADA

DAINTY INTERIOR TRIM OF HANDKERCHIEFS.

Handkerchiefs in a great variety of design and coloring are being used by dressy men for display wear—in the top coat pocket or in the English style in the cuff. These are in plain and rich shades, with large patterns, and are generally of Foulard silk. In the interior display shown here of Bilton Bros., Toronto, the effect will be noted of a large individual Persian design, the pattern being introduced but four times on the handkerchief. Other designs introduce automobiles, foxes' heads and riding crops, horses and jockeys, etc., in each case the effect showing figures covering the whole of the fabric. Another handkerchief novelty is also shown here, being a French silk with a comparatively small broken square decoration. A feature of these goods is the departure from the former idea of matching the cravat, which is no longer followed.

The Modern Men's Store

What Marshall Field & Co., of Chicago, Have Done in Their New Establishment—Novel and Efficient Service Features—A Magnificent Grill for Men Only.

SIX floors of a building, covering a ground space of 151 by 144 feet, comprise the new exclusive men's store of Marshall Field & Co., of Chicago—a store fitted with the most modern equipment for the display and sale of men's wear, and with several of those novel and elaborate features for the comfort and convenience of the patrons of the store, which are outstanding throughout the policy of this firm.

Through the whole store there is a tone of rich elegance in the fixtures; unrestrained good taste is characteristic of the whole effect. The color scheme throughout is not only a marvel of artistic conception, but also a practical adjunct to the creation of the purchasing mood—rich blue carpets harmonize with the black of the ironwork and the ebony inlay design of the cabinets and fixtures.

The first floor is devoted exclusively to furnishings and accessories; on the second floor is found the custom tailoring department; on the third, men's clothing and the credit division; on the fourth, specialty clothes are shown, including athletic garments, sports apparel, uniforms, etc.; tailoring shop and workrooms are on the fifth floor, and on the sixth a men's grill room.

A Men's Grill Room.

The grill room, exclusively for men, is one of the outstanding features of the store. The woodwork and fixtures are finished in a dull purple shade of mahogany; the columns are set with tiffany mosaic panels. The ceiling is finished in keeping with the chairs, tables and fixtures. The lighting globes give off a dull purple glow, which harmonizes tastefully with the whole scheme. Two sides of the room are fitted with semi-enclosed booths, with round tables to accommodate six or eight patrons.

In the centre of the grill is a wonderful glass art dome, which measures forty by fifty feet, with a curve of seven feet. It represents an enormous jewel, transmitting all the prismatic colors reflecting the facets of a diamond when held in the sunlight. Beneath the dome is a fountain, having three tiers or bowls surrounding the central structure and surmounted by a huge globe of gold glass. This ball, apparently upheld by a stream of water and spray, represents the world floating in space. The constellations are also represented.

Unique Service Features.

There are a number of other unique features which go to characterize the store as the highest type of service for men.

A formal dress room on the third floor is beautifully finished and artistically furnished, having much the air of a club library. Here men may buy formal clothing in a fitting atmosphere, while there are separate fitting-rooms with triplicate mirrors. A young men's room is designed to meet the livelier taste of the younger men. Here the stocks are carried out of view on revolving fixtures behind the wall panels. A special fitting-room on the ground floor is for the use of patrons buying dress hats. Another special fitting-room is for men purchasing underwear and pyjamas, and these garments may be tried on before the purchase is made. Neckwear is exhibited in glass front drawers; shirts are carried in glass front trays; waistcoats in cabinets of flat drawers; hosiery in cabinets on the order of card files; handkerchiefs in drawers.

In every department of the store is the impression of elegance and service—individual service; the buyer gets the idea that the whole scheme is for his benefit, and it is the policy of the management to carry out this impression in the methods of the salesmen. A man can ask for anything or everything and get the same careful attention.

All Lines Displayed.

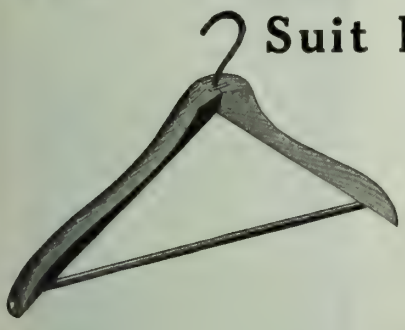
The Mezzanine is a special feature of the interior, and flanking the four sides are bronze-finished display cases, in which is at once displayed samples of the lines carried in every department. This display has a wonderful effect as a suggestive force, and at once gives the customer a comprehensive grasp of what the store can do in meeting his needs.

To Encourage Women Shoppers.

That women can shop for men is an idea worked upon in connection with the new store, and to facilitate this there is an underground passage connecting the men's store with the main establishment. The following is taken from an announcement made in connection with the recent opening of the new store:—

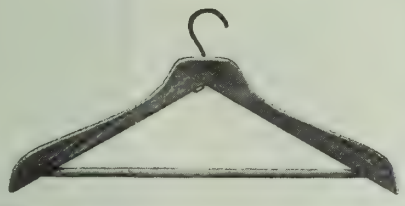
Women who buy for men are extended every courtesy in our "Store for Men." Its every privilege and resource is at their disposal. We have remembered that thousands of busy men purchase one or many articles of their wardrobe by proxy; that in some lines of apparel as high as 75 per cent. of it is left to the women of the household.

THE THREE GREAT Suit Hangers

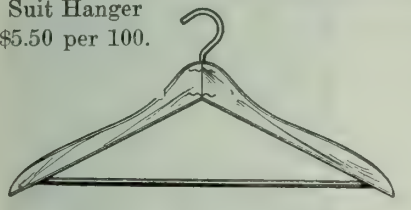


Quality the best. Prices the lowest. Send for Catalogue and Samples.

No. 570 X "Concave" Hanger $12.50 per 100.



No. 6—B. Suit Hanger $5.50 per 100.



No. 560 X Suit Hanger $7.50 per 100.

No. 6—B.

CLATWORTHY & SON, Limited
161 King Street West
TORONTO -:- ONTARIO

An Idea—

You are, of course, interested in any method that will increase the efficiency of your staff. A splendid way of doing this is to see that each department head gets a copy of the DRY GOODS REVIEW regularly. Write for special club rates.

Puggaree Hat Bands

THE HIT OF THE SEASON

—the very thing to secure the young men's hat trade—natty hat bands in the season's best shades and patterns, two of which are shown above.

These bands come in satins, and foulards in plaids and plain, also fancy satins and moires. They are suitable for felt or straw hats, the more fancy being especially desirable for straws.

They sell at $4.50 per doz., and are easily adjusted in a few seconds.

Send for trial order to-day. We will ship (parcels post) per return mail.

Travers Limited

OTTAWA, ONT.

This great "Store for Men" has been planned with these women in mind. While it is essentially a store for men—to supply masculine needs—yet no thought or expense has been spared to make it convenient, safe and pleasant as a shopping place for women who buy for men.

Just For Ourselves

No better statement of the merchandising policy of "The Store for Men" in its new home can be given than that which was recently circulated to our section managers, buyers, salesmen and advertising men—intended "just for ourselves." We give it here, verbatim:

The understanding between the management and advertising bureau and the section managers of the men's sections, as to the major ideas which we are constantly to seek to impress upon the public with regard to "The Store for Men":

1. That "The Store for Men" is a portion of the main store, in the sense that it measures up to the high merchandising standards of Marshall Field & Company, and is answerable to the same general store management and policy. But that it is a distinct institution to study and supply the general requirements of men, and not merely a "men's department of a dry goods store." But also, that is sufficiently accessible to the main store to be readily patronized by women who buy for men, and that they may do so with assurance that their selections will be safely within the range of accepted masculine tastes.

2. That "The Store for Men" caters to the most exacting clientele in Chicago, satisfies them and anticipates their requirements, and that it extends the same careful and intelligent supervision over the lower-priced lines in every section.

3. That "The Store for Men" is a reliable source of information as to what constitutes correct dressing; that its stocks offer only that which is within the range of the season's accepted styles, and that what the average salesman says to the average customer during the average transaction can be depended upon as representing the best style information in the possession of Marshall Field & Company.

4. That the character and extent of the merchandise, the completeness of the assortments, are points not elsewhere equaled.

5. That the merchandise in "The Store for Men" ranges from "the finest made to the least expensive it pays to buy," the great "middle-priced" lines being as thorough in their degree as are the finest made, and the less expensive lines being invested with marked superiority over similarly priced lines elsewhere, both in the taste and quality of the materials, and in the methods of manufacture.

6. That the values are the best in Chicago, whether it be the purchase of a high-priced, medium-priced or low-priced article.

7. That intelligent salesmanship contributes much to a satisfactory selection. Being imbued with the policy that giving the customer what he desires and what he ought to have, and having the fact and the knowledge necessary to gain such an end, the salesman one meets in "The Store for Men" can be given a measure of confidence that is not elsewhere possible.

8. That men and women are welcome throughout "The Store for Men," whether purchases are intended or not, with the same freedom they may feel in the main store, and that there are many interesting educational and social features in the building which will repay repeated visits.

9. That the dominant position of Marshall Field & Company in the market makes possible the occasional purchase of desired lines of merchandise at extremely advantageous prices, and that it is the policy of the house to share such opportunities with its customers.

10. That the advertisements of "The Store for Men" may be responded to with the assurance that the merchandise is if anything better than the impression conveyed in the advertisement. We do not advertise two prices, but, our price-making power being unequaled, our quoted prices, as when we say certain lines have been reduced, represent substantial savings.

MARSHALL FIELD & CO.

March 2, 1914.

This document will repay a careful reading—it is a digest of the business principles which have made "The Store for Men" the foremost apparel shop in America. The service growing out of these principles has created the demand which has made necessary the additional space now afforded by this splendid new building.

NOVELTIES IN MEN'S WEAR.

The latest novelty in men's straw hats is a very high crown, about 3½ to 4 inches in height, with a slightly curved narrow brim. The brim curves from the crown in a drooping manner.

Green suede gloves, with large pearl buttons, is one of the newest ideas in men's attire. They are reported to be "taking" with the advanced dressers.

Vivid colors in floral effects are among the latest novelties in men's ties. Bright, loud patterns of every description are offered.

The strength of the rubber soled shoe remains to be tested with the public, but generally in the retail trade it is looked upon as a novelty of the season, and not likely to create a lasting popularity.

In men's footwear while the recede toe is coming into popularity, there is also a demand for a medium recede and for the French square toe called the Ritz.

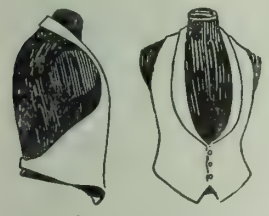
Attractive style of Horse Show card as designed by R. C. MacDonald for the "Cambridge Clothes Store." Gilt ground on card with bow of yellow and purple ribbon.

The Brantford Silk Manufacturing Co., Brantford, Ont., promises to be successfully launched. Out of the $30,000 required, $20,000 has already been subscribed and it is said there will be little difficulty in securing the rest.

Odd Twists and Fancies in Men's Fashions

A BACKLESS WAISTCOAT.

A BACKLESS WAISTCOAT for Summer tangoing is something entirely new. It will be noted that the back is almost entirely eliminated, which should make the garment considerably cooler. One of the recommendations offered by the manufacturers is that it is adjustable in size and can be made to fit perfectly, merely by tightening or loosening the buckle at the back. The novelty is by Geo. W. Heller, New York.



* * *

A NOVELTY DRESS COLLAR seen in Paris has a turn down fold in front and extending about half way round the neck. The roll comes over with an open-pointed effect and is about an inch at the deepest point. Another freak evening collar has an opening in front of about an inch right down to the band.

* * *

A NEW REVERSIBLE CUFF is being shown on some New York suits. The cuff can either be worn outside in the usual way or when desired can be turned inside entirely out of sight—fitting into a pocket in the lining of the sleeve. Additional wearing qualities are advanced for the new idea.

* * *

A NEW DRESS TIE of closely and strongly woven braid has made its appearnce in New York. It is known as the "Hesitation" Batwing.

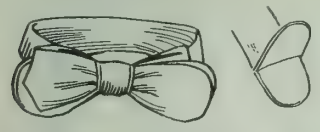
* * *

THE "TULIP" is a new batwing tie made on the usual pattern but with the new feature of split ends, which, when opened, reveal strongly contrasting colors.

* * *

NOVELTY IN BOW TIES.

A NEW FEATURE used to revive the popularity for the bow tie is here shown as designed by Capper, of Chicago. Not only is there a split end, but an edging is introduced which harmonizes with the color of the surface of the scarf. The smaller sketch in the cut shows how the split end effect is secured.



* * *

A NEW MODEL SHOWN in sweater coats keeps step with the popular Balmacaan overcoat, and the shoulders are shaped with the seams running from the sleeve straight through to the collar.

* * *

A NEW DRESS WAISTCOAT known as the "Vernon Castle" is built on sweeping lines, the front running down to a point caused by a curve to the bottom of the vest and making a triangular vent at the bottom. Only two buttons are used and the cut makes it necessary for them to be placed in double breasted fashion.

* * *

A NOVELTY SILK SCARF has a leopard skin effect while another has twelve different color combinations including all the tango shades now in vogue.

THE FANCY MUSHROOM fronted shirt will be again strong in dress wear next season and with it will be worn the less formal ties, larger and of corded materials rather than the long favored lawn.

* * *

ON OVERCOATS A POPULAR CUFF is shown in the local trade which can readily be detached if the customer so desired or which can be taken down and buttoned inside around the wrist for motoring or driving.

* * *

IN DRESS VESTS for Fall and Winter some models with black binding will be popular, and extreme dressers are likely to introduce novelty buttons.

* * *

CONTRASTING HAT RIBBON.

AN EXTREME SOFT HAT model by Truly Warner, New York, but which well indicates what may be looked for in the Fall lines. The contrasting band of narrow ribbon with the necktie bow on the three-quarter angle and the rim trimming of the same color will be the distinctive things for Fall, but the crown shown with the curved taper and extremely high crown are ultra fashionable for the general trade.

* * *

A CHICAGO FIRM is showing a novelty dress vest with a large circular opening in the back. The idea is to give a cooler garment for hot weather functions.

* * *

IN NEW YORK a novelty in neckwear is the shadow scarf. This is made in the four-in-hand style with one flowing end of lace and the other forming a dark background.

* * *

A NEW SILK HAT appearing in London is without binding on the brim. The under side is covered with a rough corded silk which is carried over the curl.

* * *

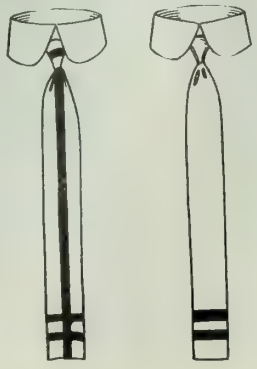
RECENT SCARF SHOWINGS in Paris include close woven poplins with yachts, birds, etc., printed in such a manner as to give the effect of a well executed painting.

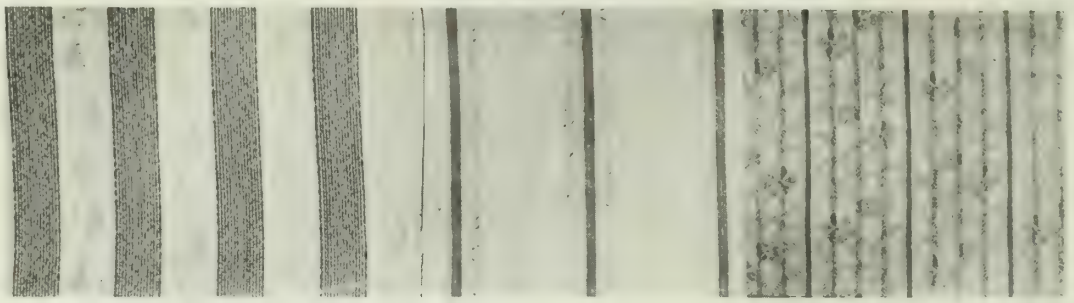
* * *

EVENING GLOVES of the conventional white but varied with black finger points have made their appearance in London playhouses.

* * *

HEREWITH IS SHOWN on the right, a crepe four-in-hand, with the back view on the right, giving a different pattern when reversed. A satin panel is used in contrasting shades. This serves to keep the crepe in shape, besides being an adorning feature. Shown by Baer, Kronacher & Co., Chicago.





Imported shirtings for the advanced Summer trade shown by Bilton Bros., Toronto. This is a very light material, a combination of linen and silk, in a variety of colors, with a jacquard all-over pattern.

Cross Stripes and Tucks Strong for Fall

Wide and Narrow Pleats Used Effectively—Colors in Many Combinations and Solid Shades Introduced in New Fall Shirts—Pink Coming to the Front.

IN the Fall shirtings there will be a tendency for more warmth in color if not in texture. Pink will come strong comparatively, and the wholesalers report that almost every buyer is stocking it in more or less large quanities. Other colors, too, will be in strong evidence and the designs are bordering on the "loud."

It is difficult to say what other colors are favored most as almost every kind of combination of colorings has been made up. The feeling that pinks are going to very popular may be for no other reason than that they have had a rest, they should meet with favor. Blue grounds with white stripes of varying widths, white goods with thin stripes of several shades, such as green, brown and blue, or some other combination, are well thought of. Ground shades are more popular than they have been and the tendency throughout seems quite strong to get away from the blacks and whites and blues and whites which have been the standards of men's wear for so long.

Brightening Up the Windows.

However, while these novelty lines are good for brightening up a stock and for window display purposes, giving the merchant an opportunity to show something different and indicate that he is up-to-date, the bulk of the staple orders coming in are for narrow stripe designs, one, two or three thin stripes on white, either plain or figured ground. The stripes are in black, blue or brown, for the most part. There is also a good demand for soft white materials, plain mercerised or raised stripe effects.

Cross Stripes.

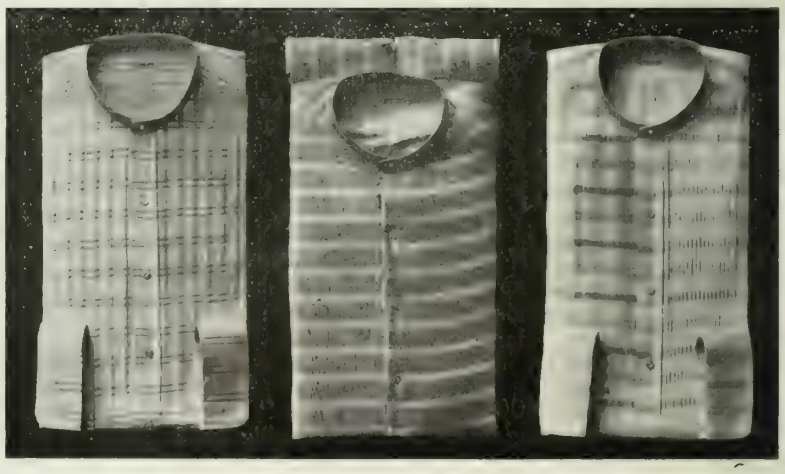
The striking feature of the make-up will be that the stripes will run across the front rather than up and down. Some of the Summer designs had this feature but it will be more pronounced for Fall and the stripes have widened and become much more pronounced.

The pleated front will be the smart thing and a cuff that is neither quite the old stiff idea or quite the starchless variety is being shown, with the regular cuff also strong. In the pleated fronts there are several designs. The extreme is an adaptation of the mushroom and in this quite a popular line is in solid shades with a water mark effect worked into the pleats. This comes in a variety of shades. A novelty will be cross pleats as well as the cross stripes, but this will not be general for Fall.

Pink Popular.

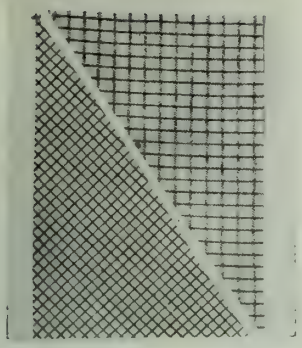
The popularity of pink in shirtings is indicated in the Summer demand, and a stripe showing alternating equal widths of white and color is strong. Practically all Summer shirts are with the soft cuffs. Soft collars are taking well again for the Summer trade and while some manufacturers are inclined to think that their popularity is waning it is altogether likely that they will prove as good sellers as ever as soon as the warm weather strikes in.

In the more expensive shirtings there is a demand for a French importation, a light material of combined silk and linen which comes in a variety of stripe combinations with an all-over pattern in silk.



CROSS STRIPES STRONG FOR FALL.

Fall models in which the cross stripes and checks are pronounced. Pleated bosoms are very strong and in those shown above there are three styles of pleating, the narrowest being practically a mushroom effect. Stripes, whether wide or narrow, are being used horizontally across the fronts rather than up and down. Shown by the Crescent Manufacturing Company.



Small check and diamond pattern shirtings which are one of the newest things for Fall. They come in a variety of colors, with pink a strong favorite. Shown by Wreyford & Co.

Aylmer, Ont.—Two brothers, Messrs. C. & R. W. Thayer, have opened a men's furnishing store in the Nairn Block, Talbot Street.

Toronto, Ont.—Fairweather & Co., have been incorporated at $1,000,000 to manufacture and deal in furs, logs, lumber and metal.

Listowel, Ont.—Binning Bros. have opened a business, to be known as "Binnings' Fair." It will include specialty dry goods, small wares, etc.

Tilbury, Ont.—J. Courey has purchased the stock of Michel & Courey, and will keep a full line of dry goods, boots and shoes, clothing, etc.

Lindsay, Ont.—J. W. Wakely has installed an elevator in his store on Kent Street, and will now fit up the third storey of the building with house furnishings.

Cornwall, Ont.—W. R. White, of Canadian Cottons, Limited, who has been transferred to the company's plant at St. John, N.B., was presented with a handsome club bag by the overseers of the Canada and Dundas Mills.

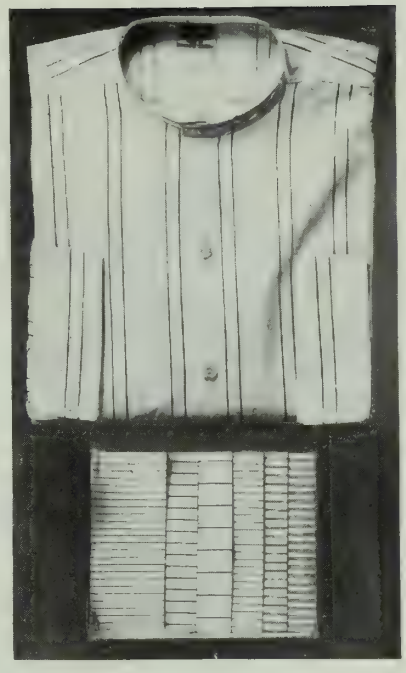
Blazer Due?

AT the Summer resorts this Summer, at the clubs, and on the links and the tennis courts a blaze of color may be expected to herald the approach of the tastefully-attired holiday or recreation-seeker. If some dealers are correct in their surmise it will be a season of blazers—blazers for men, women and children—but for men especially.

For several years the blazer has been a popular Summer garment in England and the States, and, although it has not taken strongly in this country in the past, it is considered that a run is now due. The garment can be worn as a tasteful combination with white flannel or duck trousers, and can also be used as a lounge coat for house wear.

In colors there is a variety of combinations introducing almost every shade of the rainbow. There are the usual stripes in narrow, medium and broad patterns, and this season has seen an innovation in the use of solid colors with contrasting trimmings. These come in red with green trimmings, green with red trimmings, and blue with red trimmings. The trimmings are on collar, sleeve and pocket, as seen in the accompanying illustration.

Another novelty for the man at the Summer watering-place is a flannel robe, with contrasting stripes, which can be worn over the bathing suit. This comes in a variety of colors, but the popular combinations are light or dark blues, with white in a medium stripe.



New stripe effects in Fall shirts, coming in tango, blue, black, etc., on plain and figured grounds. Cuttings show different stripe effects. Courtesy of Canadian Converters, Ltd., Montreal.

SERVICE, NOT CUT PRICES.

There was a bootblack on a down-town street corner noted for the fine and lasting polish he put on shoes. He went over and over the leather until one could see his face. Customers walked long distances to have his service, and they told their friends. Most everybody gave his a double fee. That emphasizes a statement made in a foreign contemporary journal:

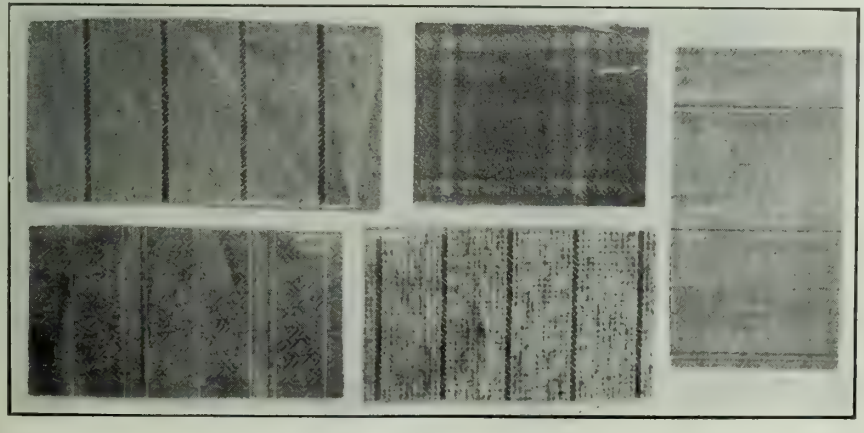
"Ninety per cent. of the average family's money will always be spent where satisfaction in service, rather than cutting prices, is the magnet."

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

WARNING TO INFRINGERS.

The attention of our readers is drawn to the warning advertisement of the Geo. H. Lees & Co., Ltd., in this issue. The above company have had considerable trouble through the sale of infringements on their patented scarf pin guard. They advise us that they believe they have now driven the infringements off the market, but feel it necessary to warn the trade against the purchase of further infringements.



Flannel shirtings will be strong for Fall. Samples shown by Deacon Shirt Co., Belleville.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

•W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

System for Keeping Weekly Tab on Stocks

"Comparison Department" Buys up Similar Goods as Test—Preventing Buyer From Being Undersold—A Candelabra Incident—Detecting Weakness or Dishonesty by Testing Service in One's Own Store.

KEEPING tab on stocks in hand is coming to be more and more a very important feature of modern merchandising—and this is particularly true with regard to wearing apparel including suits, furs, etc., where the garments are of considerable value. It takes no comment here to bring home the importance of knowing practically at any time the amount of stock on hand and what has become of every garment that is not on the hangers or the shelves; every merchant knows the difficulty of so doing, and in the big concerns the result of keeping track of stocks and taking stock only once a year or even every six months, usually shows a shrinkage as mysterious as it is alarming.

However, the idea of this article is not to call the attention of the merchant to his troubles, but to indicate at least one method which has been successfully demonsrated as simple in its operation, thorough in the manner in which it keeps track of stock details and at all times gives a comprehensive idea of the stocks in hand, so that prompt action can be taken in case of missing garments. It has been used with great success in one of the biggest fur establishments in Canada, where it is given credit for saving thousands of dollars a year in "shrinkages;" it can be used in connection with practically any stock where the articles are of sufficient value to warrant individual checking. The system described, and illustrated in the accompanying reproduction, is being installed in the new Cambridge Clothes Shop of Fitzpatrick and O'Connell, Toronto, and Mr. Fitzpatrick has explained in detail its working to The Review.

Practically the whole system is embraced in a very complete stock book, a sheet from which is shown. In this book every garment is recorded when it goes into stock and is checked off when it is sold, and at all times it can be readily estimated what there should be in stock.

Every Garment Identified.

Each line of goods is given a special number and each garment in that line is also numbered individually. These numbers are placed on the garments when they go into stock and the entries are made in the stock book from the invoice. The class number can be placed at the head of the sheet, and in the first column the number of the garment is recorded. Following a description of the garment is a column for the invoice identification mark and the date, and then the cost price and the selling price, which completes the entries from the invoice at the time the goods go into stock.

With every garment identified by the two numbers the salesman's record is comparatively simple. On the duplicate check the numbers are recorded together with the number of the salesman and the selling price. Every night or morning the day's sales are entered through the stock book. Columns will be noted for the date, the salesman's number, the check number, the selling price and remarks which it may be desired to note regarding the individuality of the purchase or future needs with regard to restocking this line. The particular garment about which the entry is to be made is found by the number and a glance at the page will at once reveal the condition of the stock of the particular line.

In the event of a garment being returned the salesman makes a check to that effect and in red ink the item is marked "returned to stock," then the old number can be re-entered in red ink below the last previous entry and the amount of the sale is deducted from receipts; if an exchange is effected the second garment taken goes through on a new entry entirely.

Weekly Stock Taking.

The advantage of the system is secured by weekly stock taking. It is comparatively simple to have a count made in the store every Monday morning of the number of garments on hand in each line. This report is turned into the office where it is compared with the stock book. The clerk does not see the stock book and if the report he gives coincides, there is no need for re-checking, but if there is anything amiss a recount can be ordered immediately without the clerk knowing what the error may be. If the mistake continues then an investigation can be made for the missing garment, and with the complete daily entries of every sale the tracing is comparatively simple.

Thefts from the stocks can be quickly detected by this system and sales made at reduced prices under improper stock markings are at once revealed also by the record under "selling price."

(Continued on page 85.)

(*)

NO	DESCRIPTION	INVOICE NAME & DATE	SIZE	COST PRICE	SELLING PRICE	DATE	SALESMAN NO	CHECK NO	SELLING PRICE	REMARKS	

FORM FOR KEEPING RECORD OF READY-TO-WEAR GARMENTS.

The record as far as the asterisk (*) is made when the garment goes into stock and includes the selling price. The remaining columns are filled in from the sales slip of the clerk when the garment is sold. The blanks indicate those unsold, and the actual selling price shows what reduction, if any, has been made in the original marked price.

MENS CLOTHING AND FURNISHINGS

MAY, 1914

FRIENDS AS CUSTOMERS

JUST a little advice to the salesman on business friendship—or in other words the treatment of acquaintances while in your store. In brief it is this—don't "jolly" your friends when they come in to buy your goods and give your firm their money; they are entitled to the same consideration as strangers; it is a mistake to think that they do not look for business courtesy.

Now, there are many salesmen who do not need this hint, but many of those who patronise men's furnishing stores have met the salesman who, because he may be an acquaintance outside of business hours, evidently thinks that he is there to entertain rather than to serve. This does not mean that the clerk should act as though he had no seen the patron before, nor that he should not be sociable, but there is a line between this and "passing out the kid stuff," to use a Western phrase, about things in general or about the goods which the patron may be inspecting.

In a certain Western city one of the best dressed young men tells that he does not now enter a leading furnishings store which he used to patronize regularly, and it is not because of the equipment nor the stock that he walks past rather than through the front door. He says that his friendship with the head clerk reached the state where his visits to the store resulted in conversation and jollying rather than a talk about his purchases. This clerk never had suggestions to make about new stocks, new styles or new materials; if a shirt was wanted he showed a shirt and then commenced to fill in time with "friendly" conversation. He was a good salesman and towards strangers showed every attention, but made the mistake of thinking that it was his personality rather than the goods offered that held the custom of his friends. The patron, who has changed to another store on this account, says that on one occasion while making a purchase, a friend with him was looking at an expensive cravat which appealed to him; he asked the price and was taking the money out of his pocket but the clerk was "entertaining" his companion, and ignored a sale that was as good as made.

Not many salesmen will appreciate the point—fortunately not many need to—but it is well to consider the treatment of friends as customers.

PENALTY FOR FALSE ADVERTISING

IN its last issue The Review made an announcement of the effort that was being made to induce the Dominion Government to make false advertising a criminal offence. Almost before the press had finished its work the bill had been introduced in the Commons. This has been received almost with unanimity in the country. Perhaps sad memories of longed-for penalties to real estate boomsters that could never be exacted, formed the basis of many a prayer of thanksgiving over the measure, even although it had no retroactive force. It has been hinted also, that victims of the raucous but wheedling voices of cheap jewelry barkers stood behind some of the pressure for such legislation. But no matter what the various applications for redress, the law seems certain to be of general benefit in compelling more honest treatment of a confiding public. It will apply only to a scanty remnant, and there is a careful distinction made that allows a leeway for a man's opinion of the goods he barters. There may be two merchants who have the "best values" or the "cheapest" goods in town, but the artificial cannot be sold as the real, and it may prove a risky procedure to guarantee a $60 value in a $12 sale. Restriction of liberty is a penalty—wise or otherwise—that is the outcome of all social organizations, and this restriction of exaggeration or deliberately false descriptions of one's wares will tend to raise the average of all advertising, and strengthen public confidence in the large body of merchants who rate their wares honestly.

FASHION'S GOSSIP

THE "TANGO" EVENING TIE is one of the latest novelties. It has a crepe front with twelve pleats and comes in black, white and pearl grey.

* * * *

A NEW COMBINATION SHIRT and waistcoat is made by an American manufacturer. It is practically a double-breasted shirt, the vest being attached at the sides and buttoning across the front. Two pockets are put on.

* * *

BLACK PYJAMAS are being worn quite extensively by smart Englishmen. Some weird effects are secured by decorations of frogs, etc., and in others white military stripes are used on trousers, cuffs and collar.

* * * *

THE WELL DRESSED MAN will not evade pink for the fall; at least the shirtings indicate that he will embrace this color, i.e., take it to his bosom (we apologize before you make any remark).

* * *

THE POPULARITY OF THE MADRAS COLLAR with the stripes has been varied by a new collar with polka dots in satin on the white background. Another new collar has a curved bottom to the tab ending in a half corner; the effect is that the points do not rub the shirt.

False Advertising Made Criminal Offence

New Bill Passed Third Reading in Commons That Follows Lines of Request Made by Retail Merchants' Association.—No Chance of "Shoddy" Sold as "All Wool" and Escaping Penalty

An Authorized Interview by a Review Representative with E. M. Trowern.

THE efforts of the Retail Merchants' Association of Canada have borne fruit and a False Advertising Act is now upon the statute book of Canada. Conviction may be followed by a penalty of $200 and costs, or six months' imprisonment. The first big movement to secure this was made in February of last year, when a large delegation, representative of the retail merchants of Canada, waited upon the Premier and the Minister of Justice to urge the passage of such a measure. Early this session again similar representations were made.

The object of the bill embraces more subjects of misrepresentation, of course, than what ordinarily comes under the head of retail advertising. One of the chief abuses, as the Minister explained, was the advertising of land. Legislation had been enacted because there appeared to have grown up a widespread abuse in connection with the advertisement of properties for sale. He did not intend to restrict a man's expression of his good opinion of his own goods, but to punish him for knowingly making a false statement as to value or price. He had had representations from all over the country, and particularly in the West, of a system of deception in advertising properties for sale. The purpose of the bill was to make the very fact of advertising falsely an offence, whereas the present law as regards obtaining or disposing of goods on false pretences had reference rather to the results of such false pretences.

"The Best in Town."

A question came up that will naturally arise with all retailers: If a man said his shoes were "the best in town," might he be liable? In so advertising, was the Minister's reply, the merchant was giving expression only to his opinion, but "if he proclaimed his goods to be all wool when they were not, he would be misrepresenting facts and should be punished."

This distinction will serve to explain the act in a nutshell. Indeed, action on any other basis would lead to endless "expert" evidence, and probably would make the Act a laughing-stock. As it stands, the basis for prosecution is on a question of fact that can be verified.

Patent Medicines.

Some interesting inquiries were made by members during the discussion in committee that throw sidelights upon the application of the new law. In regard to patent medicines, application of the law would depend on whether or not there was a false statement of fact in the advertisement.

The bill was amended to include false pictorial representations in real estate advertisements.

A danger point was raised by the member for Moose Jaw, Sask., who feared that the law would be employed by persons who made bargains and then sued them to go back upon such bargains by threats of prosecution. It was pointed out, however, by the Minister that this evil existed under the present law and would not be heightened by the new Act.

Newspapers Responsible?

The question of newspaper responsibility was also introduced by Hon. Frank Oliver, the veteran editor and proprietor of the Edmonton Bulletin—"veteran," it should be added, in point of years of editing, not in the actual total span of his life. To this Mr. Doherty replied that if a false advertisement were published with the knowledge of any individuals connected with the newspaper, such individuals would be liable under the Act. The Act was aimed rather at the persons responsible for the advertisement, however.

The new legislation is certain to form the basis for a lengthy discussion at the convention of the Associated Ad Clubs of America in Toronto next month, when the question of the Truth Emblem will be threshed out. Similar legislation is in force in many of the states across the border, and in most cases the prosecutors are associations of retail merchants.

VERY SATISFACTORY.

THE following statement as to the working out of the new legislation was made by E. M. Trowern, secretary of the Retail Merchants' Association of Canada.

"While it is open to anyone to prosecute under the Act we will make it our special business to see that it is carried out. It is more natural for retail merchants to attend to this, for they are the ones, naturally, who really know when there has been false advertising. If a dry goods merchant finds a man has been misrepresenting facts he would notify the association and we would at once start an investigation. If we found his contention was right we would prosecute. Suppose for example a man is advertising $30 suits for $15, 'guaranteed all wool.' Under the old Act if a man bought a suit that was not 'all wool' for $15, the firm would have the excuse that this was not the suit advertised and would escape conviction. Now every suit sold for $15 would have to be 'all wool.' The prosecution under the new Act is made to cover the real deceptive intent of the transaction, and should prove very satisfactory. Indeed the whole Act is practically what we ourselves urged on the Government."

SYSTEM OF KEEPING WEEKLY TAB ON STOCK.

(Continued from page 83.)

Other Advantages.

Besides a detailed record of the stock in hand this system is a distinct aid in refilling the different lines, for a glance at the page shows what remains unsold.

Again a little figuring will reveal the profit there is in the line. The selling column will show where the merchant stands and whether he would be warranted in cutting prices on what remains, and if he decides upon a sale the prices at which the goods were finally cleared are on record, and at the end of the season there is a definite basis to show the net result.

With such a stock book the merchant knows what lines he is carrying showing the best profits; what lines he should push for his own advantage, and how he should guage his buying for the next season.

The stock book described is made on the loose leaf system and can, therefore, always be kept up to date and the dead sheets can be removed and filed away. A binder with 500 sheets can be secured for about ten dollars.

Impressions of New York Window Trims

Canadian Display Man Writes The Review and Its Readers — Artistic Work, With Little Merchandise, and Few Stock Displays — Draping Generally Not Up to Canadian Standard — Simple Backgrounds — Card Tickets With Black Ground — Lord and Taylor's Hoist Scheme.

Special to The Review from C.W.T.A. Member

NEW YORK, May 16.—Just a few lines to-night to you and the C. W. T. A. boys, after a few days spent in New York stores. There is lots to learn over here for every Canadian window trimmer; lots, that is, in some ways; in others I must confess to being somewhat disappointed. The drapes here do not average as high-class work as in a number of Canadian stores. I mean by that that in only one, Altman's, is there any real attempt to drape a full costume of dress goods, silks, etc. The others usually are contented to make a simple drape of the goods over a stand instead of fashioning it into a garment. In Altman's, in many ways the most exclusive of all, draping is carried to an art, and I saw four or five window trimmers up in the big room going through a drill under Herman Frankenthal. His drapes are quite artistic. He was showing several bustle effects with skirt of taffetas, purple, blue and white, and the bustle of Roman stripes. Frankenthal is quite clever in this line and carries his draping to the extent of trimming hats of Roman stripe to match in pattern and shades the bustle parts of his drapes, one for each.

Very Few "Sales" Windows.

As a general rule there is very little merchandise shown in the New York trims. They do not believe in crowding, in stock exhibits. They are in no sense "merchandise" windows. About the only time these big stores depart from this rule would appear to be twice a year at the semi-annual sales. A few figures in drapes in some other way, and always some accessories, with lots of space around, and rising to the standard in Canada, of about the level of the eye.

Plush and Mahogany Backs.

You will notice here, too, that almost invariably the backgrounds are quite simple; in this respect differing from Chicago windows, and most of all Marshall Field's. At Altman's the popular background is gray plush curtains hanging down like panels over the mahogany woodwork. This has been used for over a year, and with a gray carpet on the floor of the window, gives a rich effect and shows up the goods prominently. Often the mahogany background is considered sufficient. This idea of simplicity in backgrounds is growing in Canada, and as I thoroughly believe in it myself, I was glad to have the stores here to back me up in my contention. There are a few who remind one of the Chicago custom, such as the O'Neill-Adams Co., where one window was elaborately worked out. It was a Spring scene with apple blossoms hung from trellis work, on either end, and hills in the distance and a valley lying below. A wall ran along the back, and several figures were grouped in various positions beside or on it, one setting on top and one resting against it. A woman and child are seen entering an open gateway.

Many Omit Wax Heads.

In this scene all the figures are of wax and, of course, are fitted with heads. This is becoming rather the exception, however. Macey's use them on nearly every occasion but many of the rest have discarded them in favor of the figures with white or pink satin "necks" and busts. There seems a feeling which some of us in Canada are beginning to share that the heads are often not at all natural looking, and add to the trouble of window dressing without being worth it in effectiveness. One thing I noticed, even in Altman's, and that was the lack of care often shown about the base. In many cases I could see the form showing where the base was not properly covered. There is no excuse for this surely in New York, for as a rule the stores have more trimmers than Canadian stores and in the most of cases not as many windows. Lord & Taylor's, for instance, have not as many as several of the leading departmental stores in Canada.

Windows Not Changed as Often.

I was surprised also to find that windows stayed in for almost a week at a time. Perhaps this is because they spend so much time on each window: trim a part of it, then step to one side, or outside, to judge the effect. They certainly get some artistic results but they cannot shake my faith in frequent changes of windows. The buyers are pretty rough sometimes on the window men, and watch their work very closely and often criticize the slightest points very harshly. Most, of course, show windows at night, but Altman's is an exception. This exclusive store religiously puts up its shutters at six o'clock every night and the institution looks like a bank.

I visited Wanamaker's, but the store has not been remodeled in years and has very small windows.

Lord & Taylor's, of course, drew me to an early visit, as I had heard a good deal of the "unbroken line of show windows" around the store. Sure enough, at six o'clock each night a lighted "window" in full trim rises up in the entrance space and completes the window trim effect. A large number of people wait to see this worked. This all adds to the imposing effect of the exterior display. One feature disappointed me, however, in this arrangement, common to most, if not all, the windows: a contrivance for lowering them into the basement to get re-trimmed. I was under the impression that every time a window was lowered, in some way another was left to take its place, so as to have a complete trim there all the time. Such is not the case. Whenever a window is to be re-trimmed, it is lowered to the basement and the blinds above remain down until it rises again, trimmed. Very often several little changes or re-arranging has to be done up stairs, so that in this respect the new arrangement has not anything on our own.

Platforms Under Glass Sidewalks.

But for convenience and testing it certainly has us all beaten. There are four large platforms in the "area" under the glass sidewalk, that are brightly lighted, and extend most of the way along the store front. To these merchandise is easily brought, without having to be carried, often through crowds, on the ground floor of the store to the various windows. Under the conditions all the little details can be worked out more carefully and exactly to harmonize, something that the exclusive Fifth Avenue trade is very particular about. The windows are made up in platforms and when these are ready they are rolled on to the elevators and hoisted.

Small Tickets Used.

As to price tickets, the more exclusive New York stores do not seem very

(Continued on page 98.)

What Would You Like at C.W.T.A. Convention?

Secretary, in an Open Letter to Members Through The Review, Calls for Suggestions—Additions Will Be Made to Programme According to Requests for Demonstrations.

To the Window Trimmers, Card-Writers, and Ad. Men of Canada:

Boys, we need your help in arranging the programme for the 1914 C.W.T.A. Convention which we want to be equal in every respect in usefulness to the American Associations. We want your suggestions as to the particular line or lines you are most interested in. We shall then bring to Toronto the best men adapted to demonstrate those lines for your benefit. Remember we are working for your interests and it is up to you to co-operate by sending to us your suggestions so that when you leave the convention you will have in your notebook all the new ideas, from the best men on the continent of the particular line you are most concerned with. Whether Boot and Shoe Display, Draping, Backgrounds, Cardwriting, Advertising, etc., whatever it is let the secretary know by return mail. Cut out the blank below and fill it in.

Boys, do not forget this matter. We want to show to the merchants of Canada that this is a live Association and one that is to their great advantage. Do not forget if you want your employer to see the value of the Association you must show your enthusiasm yourself, and show the necessity of gaining every new idea coming by being a member.

The secretary will always be ready and willing to help you out, so help him to get through his work without unnecessary demands for assistance. Send along your subscriptions with blank attached below. Do not forget, boys, that a small one-window store stands as good a chance for The Review cup as a 20-window store. No favoritism in awarding prizes. Judges will award by the merit of one original item in a window, if necessary, so do not think you have no chance. Send your subscriptions and photos to the Secretary.

F. J. Thompson, 52 Stanley St., St. Thomas, Ont.

I,.....would like to have a demonstration of the following:—

(Put X to any section you want.)

Window Trimming in General	.....
Draping and Dress Goods	.....
Backgrounds	.....
Floral decoration	.....
Fixtures (Modern)	.....
Business Talk	.....
Boot and Shoe Display	.....
Card Writing (Air Brush Work)	.....
Card Writing	.....
Advertising	.....

I suggest a demonstration of*.....

.....

.....

.....

.....

.....

* For new suggestion.

To Secretary, C. W. T. A.:

I herewith enclose $2 being my subscription for membership in C. W. T. A. 1914.

Signed.....

IMPORTANCE OF WINDOW DISPLAY.

An advertising manager for a metropolitan store recently said: "If I were compelled to give up one of two advertising mediums for my store, newspaper or window advertising, I would give up the newspaper. In my show window I can show the merits of the merchandise in color contrast, while in the newspaper I can not have color, and the real beauty and merit of the article can only be pictured in the imagination of the prospective customer. Window advertising brings them closer to the place where the merchandise is for sale. Our store would die without window advertising."

Arranging "Pull" Windows in a Saskatoon Store

Systematic Arrangement of Co-operation With Each Department —Schedule Worked Out on Paper—Phenomenal Growth of F. R. MacMillan's Department Store—Spring Opening Displays.

By a Staff Correspondent

SASKATOON, May 18.—Some of the large department stores of the West have grown phenomenally in the past year or two. They started with an average floor area, with one or two show windows, and, almost in a night, grew into immense businesses, surpassing in size some of the largest departmental stores of the East. One of the largest houses in Edmonton, for instance, grew from an ordinary dry goods store, of modest proportions, to considerable size in the short space of two years and a half.

The Easterner would suspect that such concerns suffer with growing pains. On the contrary, they are quite up-to-date in every respect. The promoters have drawn about them many men from the eastern provinces who are expert in their various departments, with the result that good systems are in use, the cream of those employed by eastern houses.

A Wonder for City of the Size.

F. R. MacMillan's department store, Saskatoon, is a veritable wonder for a town with a population of scarcely more than 25,000. It is tangible proof of the faith this man has in the West, and in Saskatoon in particular. There are 21 show windows in the store, on two streets. These, as well as the interior decorations and show-card writing, are in the hands of one of the most expert window dressers in Canada, a man who has had experience in the largest stores of Canada, the United States and Great Britain.

Two Full Pages Daily.

The advertising manager spent fifteen years with the second largest department store in Canada in the same capacity. The firm carries a full-page ad. daily in each of the Saskatoon newspapers, and double pages twice a month. On one Saturday in the month of April F. R. MacMillan carried twelve pages of advertising in one issue of the Saskatoon Evening Star, achieving this co-operation with wholesalers and manufacturers, all the goods advertised being made in Canada.

The firm has a reputation throughout the West for running genuine bargain days every Friday. Their principle is that it is not wise to wait until the end of the season to give bargains, and when they give a bargain it is a bargain. They handle only the best stuff, from the best makers.

The advertising manager co-operates with the window dresser in making the windows pull with the advertising. If there are some shirt waists on sale, their customers are asked through the ad. to look for these in the window. MacMillan's believe in "pay" windows rather than "show" windows, putting this principle into effect throughout the year with the exception of spring and fall. This does not mean, however, that their windows are not artistic. The fact that they have one of the best window dressers in Canada proves the contrary.

Conference With All the Heads.

It is interesting to observe how this firm arranges for the dressing of their windows, and how the cost of the same is charged to the various departments. On Saturday nights the window dresser confers with the various managers, and arranges a window schedule for the following week.

For instance, the week beginning April 27 was known as "Clean-up Week" in Saskatoon—that is to say, this week was set apart by the city in an effort to get the citizens to clean up their homes and gardens. In this connection windows 1 to 4 were set apart for hardware and groceries suitable for cleaning. On Tuesday, windows 7 and 8 were devoted to a show of 50 dozen of the latest novelty in waists, regular $1.50 for $1.15, for Thursday selling; and so on.

On each day a chart showing the windows numbered, as in Fig. 1, is made out, giving a list of merchandise in the 21 windows and showcases. A charge is made for each window, according to its location. These are filed, and every month the various departments are billed for the windows they have used.

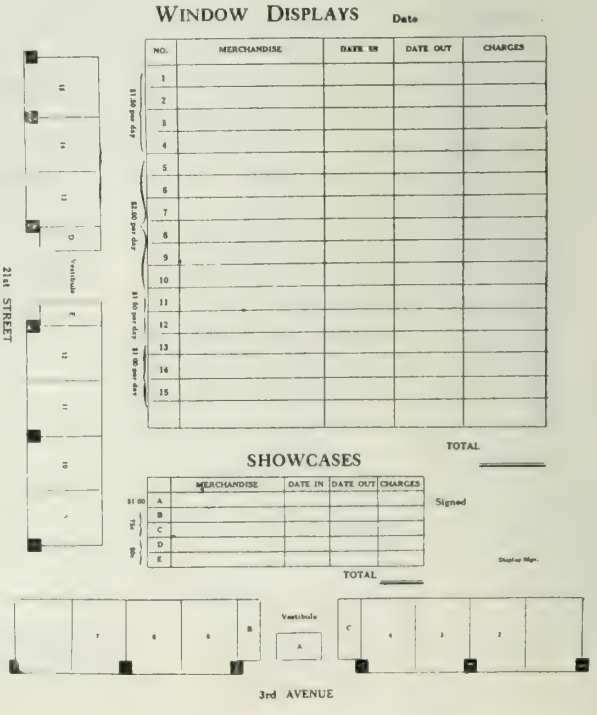


Diagram showing complete plan of windows and showcases in MacMillan store. These are filled up systematically every day by display manager.

USE PRICE TAGS.

There is a feeling in the breast of nearly every human being that rebels against going into a store to ask the price of an article displayed in a show window.—Playthings (New York).

H. F. Ketcheson was made president of the Belleville, Ont., Board of Trade at the annual meeting recently, while F. S. Deacon, of the Deacon Shirt Company, will fill the chair of first vice-president.

Turnover Problems of Retail Shoe Dealers

Illuminating Information as to Relation of Sales and Stocks—Some of the Evils Usually Encountered and Suggested Remedies—Scientific Merchandising Necessary for Success.

INTERESTINGG and illuminating to the shoe trade is an article dealing with the problem of what is the proper stock turnover in the retail store, written by J. F. Knowles, of the W. G. Simmons Corporation, Hartford, Conn., which appears in The Shoeman, of Boston. After referring to the problem under consideration as of particular importance in the retail shoe business, Mr. Knowles states that so many and varied are the conditions that enter into the stock-turning proposition that only classified standards could be established and of many divisions at that.

How Many Turnovers in Year.

To enumerate some of these conditions, "We will consider first where only the higher grades of shoes are sold, from $4 to $10, requiring five and six widths on each line and extreme styles. A stock of this grade to be turned once and a half or twice would show a fair average, while a stock of a cheaper grade, selling from $4 down and depending upon jobbers to supply wants at a day's notice, could easily be turned five or six times. The medium class of stock selling from $3 to $7, with a general assortment, might be turned two and a half or three times.

"To further classify, it must be taken into consideration that stocks of men's shoes turn about twice as fast as those of women's shoes, according to statistics.

"In quoting the above figures, I do it on the following basis—if the total annual sales of a business are $150,000 and the average stock carried is $50,000, and the gross profit on sales is 33 1/3 per cent., the stock has been turned twice.

"I know that some merchants figure it differently and claim that it has been turned three times.

"The total sales should be divided by the merchandise on hand at the selling price— viz., $150,000 by $75,000, or the cost of the sales divided by the cost of merchandise carried—viz., $100,000 by $50,000, giving the same result.

Two Evils.

"We can all readily realize that more frequent turning of stock means increase in net profits without an increase in selling price. How to accomplish this is the one large question. The cause of the disasters of many retail businesses may often be attributed mainly to an overstock due to the two following mistakes: (1) multiplicity of lines carried; (2) indiscriminate scattering of buying.

"The two remedies for these evils lie in (1) a systematic elimination of unprofitable lines; (2) the concentration of purchases to the least number of manufacturers who can supply requirements.

1. Bal of gun-metal calf, box kid top, invisible eyelets, no hooks, pull in place of strap.

2. White nubuck, trimmed with black suede.

3. Tan royal calf, invisible eyelets, rubber sole with leather toe-piece and rubber heel.

4. Dress boot, plain toe, cloth top with buttons.

Perpetual Inventory.

"Scientific merchandising is necessary for the application of these remedies. This requires a card system of stock-keeping which gives a perpetual inventory, not only as a whole, but of each department, and of each line of goods of each department, thus enabling a merchant to get at the very fundamental division of stock and to classify by grades. For example, ascertain from the system the number of lines carried to sell for $3, the amount of annual sales and the amount of average stock, get the number of times this grade has turned and endeavor to increase the turns by elimination of the slow selling lines and keep the good sellers well sized. Employ the same process with every grade and good results will follow. This I believe to be the only classification that can be established for accurate and just comparison to determine the proper stock turnover."

INFLUENCE OF FASHION.

For men the influences of fashion are much the same as seen in the ladies' models. The long receding toe is finding favor and the tip is inclined to be even lower; heels, too, continue to be reduced and the fall will see them lower than ever. Some models have the plain toe and some have cloth tops, but these are novelties, with the exception of the popular semi-dress shoe of patent leather with the plain toe and the cravenette top.

MAHOGANY COMING STRONG.

With the male public there is shown a slower tendency to follow the dictates of fashion than with regard to women. For the present the tan is fighting hard to retain its popularity and, although its favor is on the wane the mahogany shade is going to be quite strong for Fall. Here, too, the low recede toe and the lower heel are finding favor with close followers of style, although with the medium class trade there is still a quite general call for the medium high toe and the average heel. Bals are coming rapidly into first place, but bluchers will have a good sale for months yet, and the brisk demand promises to last into next year.

Silk Sweaters for Light Summer Wear

New Line Coming on the Market—Cutaway Fronts Are Winning Popularity for the Warm Weather—Black and White Hosiery Strong for 1915—Pinks and Blues in Underwear.

FOR men's wear as well as ladies' a line of sweater coats has just been placed on the Canadian market that promises to win a strong hold, silk coats. They meet the natural desire for something light as well as "classy" for outdoor wear, and can be used under a light coat during the late Spring or without it for Summer. They are likely to become popular for outings where there is more or less of a ban on "roughing it." In some lines a belt is added at the back, but not showing in front. This imparts a more finished look to the garment when worn alone. A departure has been made also in the front cut, and a cutaway effect has been introduced. All these points tend to make this line of sweater coats more popular for the demands of a light, airy and tasty garment for the Summer. In fact the whole effect of the changes is to impart a "dressy" tone to the garment. A similar line with cutaway fronts has been brought out in the brushed coat, and this is likely to be adopted where a little more strenuous treatment may be expected on the part of the wearer. The latter come in nearly every color, while the silk ones are made mostly in combinations of two colors.

This movement towards a distinctive and lighter line of sweater coats for Summer will undoubtedly meet a response on the part of the public, who naturally have had a somewhat "warm" feeling when sweater coats are mentioned if their conception of them was limited to the heavier grades that were so comfortable during the cold of Winter.

Disappointment for Fall?

In buying for Fall retailers still show a tendency to caution. It should be pointed out, however, that in connection with the sweater trade it is not safe to let orders hang off too long. There is such a variety of color combinations, collar styles, etc., that the manufacturers do not attempt to carry stocks to meet contingent demands, and the advance supply being created will depend almost entirely upon the orders received, and long delays or final disappointments may result in failure to secure at least staple lines.

There is some tendency towards finer woven garments, and this will become more pronounced probably during 1915, while one manufacturer ventures the prediction that the next step following will be the return of the fancy stitches. The brushed effect is still popular in all lines, and particularly so with regard to children's garments.

The V-shaped neck is becoming popular in both ladies' and men's models; in regard to the latter the idea is a sensible one, as it permits the sweater to be worn under the coat and allows the collar and tie to be seen. The tendency in the men's garments is still towards shortness.

In lines of hosiery there appears to be a tendency to tone down the color effects, quite unlike the feeling in regard to neckwear. This feeling is fairly decided now in hosiery buying and it promises to be even more pronounced for next year. In lines that are already being manufactured for next year there are only two shades being considered at all seriously, black, of course, and white. White has been proving very popular in American cities, and it is believed in many quarters that it will last well into next year in Canada.

At present there is still a strong demand for colors, but they are in the solid shades, and, with the exception of some clocks, the fancy combinations are taboo. Black, of course, is the strong feature of the market both in silk and near silk and cashmere. Tan, despite the tendency towards dark footwear, is still strong with men, and comes among the first of the colors for the present season; pearl, maroon, navy and white is the order in which one wholesale house ranks the colors, but the white is just coming, and may be expected to jump into a more prominent position at any time. For the brighter shades the demand shows a tendency to fall off. White will be strong for outing apparel, and will be used whenever canvas shoes are worn.

Pleated Silk in Hose.

As to materials, a change has taken place, for which the manufacturers have been largely responsible. This is the new pleated silk, which as yet has not had sufficiently long opportunity of receiving the indorsation of the public of Canada so far as wearing satisfaction is concerned, but the manner in which it has been received shows its popularity, and it may be expected to become as strong in Canada as in the United States, where it has been on the market for some time. It is being used largely by manufacturers for the 1915 stocks. Pure silk and the sheer imitations are losing popularity in many quarters in favor of the new pleated material, the former on account of its lack of wearing ability and the latter because of the popular demand for something with more body. In the pleated there is a grade of silk and fibre combined over cotton; this has the silk appearance, and has the popularity of the 25c line. A more expensive and the popular line with better dressers is the silk over lisle combination, which has a good body and the appearance of the pure silk. These can be found in all colors.

The changing course of events may cause a demand for colors for next season, but the present prospects would seem to be for blacks and whites, and where colors are worn they will be quiet shades; tan, with the change in footwear, must expect to lose its popularity.

In referring to the Summer demand for men's underwear it is hardly necessary to state that one of the outstanding features is the ever-increasing demand for combinations as compared with the two-piece suits—the change is so sensible and so obvious as to become matter of fact. It is not going very far wrong to state that it will only be a matter of time—and not a very long time—until the two-piece underwear is classed with the old tube shirt and the nightgown.

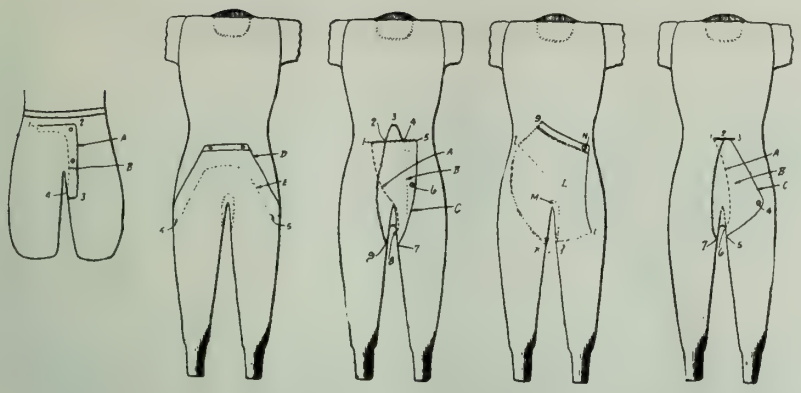
In the close-fitting varieties of underwear there is a tendency for silk-finished mercerized lisle thread in a fine elastic-ribbed garment, and for 1915 trade the ribbed garments are being demanded in shades with pinks and blues favored. The most popular of the tight-fitting makes is still the Balbriggan, which is well suited to the comparatively temperate Canadian climate; white is the standard color, with ecru also popular.

In the loose garments there is a big demand for the checked nainsook in combinations, with the inserted knitted waist band. Novelty lines are shown with silk stripe, but there are few samples of color shown for this kind of undergarment.

As an athletic garment the new tailless shirt should meet with popular favor. The features of a smooth waist and a blouse effect that can be depended upon not to bulge too much with exercise are certain to appeal to tennis player particularly.

Shirts, Suspenders, Ties, etc., Free.

A suit attraction out of the ordinary is offered by T. A. Hicks, Redcliff, Alta., who advertises that with every suit of clothes of a certain brand sold during the last two days of the week he will give absolutely free one dress shirt, one suit underwear, one pair suspenders, one pair socks, one tie and one collar.



IMPORTANT DESIGNS OF UNION SUITS FROM DRAWINGS ENTERED AS COURT EXHIBIT NO. 20, BY BROWNING, KING & CO., DEFENDANTS, IN SUIT FOR ALLEGED INFRINGEMENT OF PATENT NO. 973,200.

Reading from left to right the garments illustrated above are as follows:

1. Defendant's Exhibit No. 12, Princess Knicker Skirt of 1896, opening extends from near waist line to a point on inseam of one leg below the permanently closed crotch with outer flap attached to same inseam and covering opening.

2. Graham Drop Seat. Patent No. 702,070—1902. Posterior opening (5) extends below crotch in both legs.

3. Defendant's Exhibit No. 7, Lacher closed crotch garment prior to 1907. Has high gores; single outer flap; inner flap *opening* extending below body crotch, giving bagginess in crotch region; inner flap sewed in.

4. Johnson patent in suit, No. 973,200—1910. A drop seat garment with left side sewed up; special crotch gusset gives shapeliness to crotch; inner flap integral with body and leg portions of garment.

5. Cooper Commercial Garment. No crotch gusset (piece "M"), bagginess in crotch region; inner flap and opening not co-extensive; inner flap sewed in.

A, B, and C in figures 1 and 5 refer to similar parts.

—Courtesy of Textile Manufacturers' Journal.

Closed Crotch in the Courts

Cooper Co. in Suit for Damages, Tries to Prove That Their Design Was Original One and That Defendants Infringed on It—Many Variations Indicated—Some Opposition to its Use.

THE closed crotch controversy has started on its long way through the courts of the United States, where first it made its appearance, and a rather spectacular fight is promised before the dozen or more rival concerns will yield to the Cooper Company a field that has proved increasingly profitable. The opening trial in the district court at Milwaukee, Wis., brought out also a difference of opinion as to the relative merits of the closed crotch and others.

At the close judgment was reserved.

The stand of the Cooper Company, as presented by dealers in their union suits and by Henry S. Cooper himself, is that the Cooper suit is an improvement in design made prior to other closed crotch designs. The defendants aimed to show that the Cooper garment is not of the design covered by the patent, and in this connection Mr. Cooper on the stand admitted that the Cooper Underwear Co. had made a garment exactly as shown in the drawings of the patent, but that he did not think it had ever been put on the market; at least not to any great extent. His statement to the effect that his concern was the first to put out a closed crotch garment and term it such was simply a statement of his belief and made in ignorance of anything that may have been done by Holmes or the Holmes Knitting Co. of Boston, the Sterling Co. or the Peerless Co. Mr. Cooper testified that he had made a public offer of $1,000 to any one who would show use of the name "Klosed Krotch" for union suits prior to his own use of it, that the offer had been before the public for thirty to sixty days, and that no one had claimed the reward or written to him in reference to it.

Alexander Annan, manager of the underwear department of Marshall Field & Co., disapproved of the closed crotch. He said: "We began to sell them last Fall in September. I sort of had to get them. They were asked for and I put them in, but I will never buy any more as long as I live." Further testimony of Mr. Annan showed that Marshall Field & Co., wholesale department, are preparing to put out a new union suit of their own, with what Mr. Annan called a triangular seat. He said that it had only one button and has a half drop.

The chief witness for the defendants was Edwin W. Hammer, of New York, a consulting engineer and patent expert. His testimony was an analysis of the Cooper garment as sold commercially and as designed in patent No. 973,200. According to Mr. Hammer the principle of the two designs differed, the patent having an excised opening at the seat, the commercial garment having simply a slit; the cutting in one case being oblique, in the other, vertical. According to him the flap construction also differed. In this connection he testified as follows:

"If we take the same claim on defendent's garments we find 'an undergarment having the body and leg portions thereof cut to form oblique posterior opening.' It was not so cut and is not so cut. It was cut vertically and it was cut as a slit. Nothing is excised. Nothing is taken out. Something is added. This is the line of the cut, that seam, coming from the apex down to the leg. That is the line of the cut. That cut does not extend obliquely across the seat. It starts in the middle of the back and runs down into the right leg. It calls for 'an inner flat co-extensive with said opening' and we can see that while there is an inner flap it certainly is not co-extensive with the vertical slit that was made in the garment."

The drawing exhibited to the court and herewith reproduced shows what the defendants claimed to be the difference in design of the two garments.

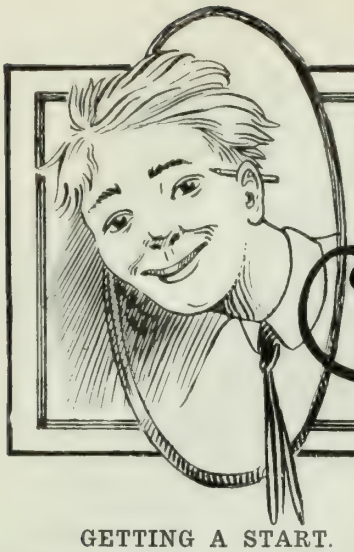
Further testimony as to the Princess Knicker and the garment called "Lacher closed crotch" in the illustration was introduced through Mr. Hammer as expert and through persons connected with the early history of such garments.

C. W. T. A. CONVENTION.

How many merchants have arranged for the attendance of their display man at the C. W. T. A. Convention in Toronto on August 11, 12, and 13 next?

THE SLIT TROUSERS.

This is a drawing from a snapshot taken on Piccadilly, London, and illustrates a fad that has "caught on" to some extent in London.



THE JUNIOR CLERK'S PAGE

GETTING A START.

The heights by great men reached and kept,
Were not attained by sudden flight;
But they, while their companions slept,
Were toiling upward in the night.
—Longfellow.

GETTING a start in business early is a great advantage. Most of the men who have been great suc- have made their early years tell, writes Mike Kinney in the Gimlet.

Opportunity usually comes to a young clerk through some older man. Therefore, you must attract attention. You must gain a reputation for industry by being industrious. Remember, every clerk is being "sized up" not only by his "boss," but by the whole village.

In every store one clerk "knows." He is asked questions. His fellows turn to him for information. The clerk who "knows" is in line with opportunity. The day is sure to come when he is called to take the higher job. Some clerks know a lot, but they know the wrong things. They know things that don't help in business.

Cultivate your memory. A good memory is absolutely essential to progress. Memories can be improved by memorizing things. Memory is largely a matter of concentration of mind. Don't forget the things you should remember. Every time you forget, your memory is weakened. Every time your memory responds when called upon, your power

A good day's work starts the night before with a good night's sleep.

of remembering is improved. Learn to remember five things about your business every day. Don't say to yourself: "Oh, I will learn, it will come to me"—that's drifting. Say to yourself: "I will learn—I will learn every day." At night ask yourself: "What have I learned to-day? What do I remember that I did not know yesterday?"

That's the great trouble about dissipation. Dissipation steals the memory. The vicious clerk with fishy eyes answers you: "I can't remember."

What have I learned to-day?

As Shakespeare expresses the thought:

"O, that men should put an enemy in their mouths, to steal away their brains!"

Cultivate the habit of Observation. Every thing—every move—means something. The clerk who has eyes in his head, observes—he sees—he reasons—he thinks it out—he knows what is happening. He is on the job. His mind is Johnny on the spot. His mind is not somewhere else, wool gathering.

A good day's work starts the night before with a good night's sleep. That's why tango dancers don't remember.

Everything comes to him who knows where to wait. Opportunity runs over the fellow who walks on Opportunity Boulevard.

There is a tide in the affairs of men
Which taken at the flood, leads on to fortune;
Omitted, all the voyage of their life
Is bound in shallows and in miseries.
—Shakespeare.

Then wit often counts. I know a man who is rich to-day who attracted his employer's notice by a witty answer. He was lying full length on a case of screws, waiting for the elevator to return to the cellar. Suddenly the boss stood over him and remarked: "You look very independent." The clerk, without moving, answered: "Any man can be independent on five dollars a week."

If you had to walk five miles up and down hill you might call it tiresome Work. But if you play golf you forget all about the walking—you are interested in the Game. You don't get tired. You are sorry when the game is over.

Make a Game out of your work and it will be easy. Every sale made or lost is a game. Every day in business is a game. It is the most interesting of all games. To a clerk who expects to rise it is impossible to hang around a pool parlor when he might be playing the business game.

Go to any small town and size up the young fellows who spend their time and money in the pool emporiums. Would you go there to find a clerk to become a partner in your business?

Let me tell you a secret. If you want a real good man, hunt the fellow who already has a good job and doesn't want to leave it.

No matter how dull the barber's trade is, you will find one barber with customers waiting. The rest in "Murderer's row" take the suckers, who don't know.

Costly thy habit as thy purse can buy,
But not express'd in fancy: Rich, not gaudy,
For the apparel oft proclaims the man.
—Shakespeare.

Appearances go a long way in this superficial world. We take people at their face value. Therefore, my son, shave every day. Shine your shoes. Be neat in appearance. The man who is careless in his dress may be a careful

No matter how dull the barber's trade is you will find one barber with customers waiting.

bookkeeper; but the world won't believe it. I have met some great chartered public accountants, and I never met one who wasn't scrupulously neat in his person, and I never met one who wasn't a small man. Queer, isn't it, that great

(Continued on page 98.)

Many Alberta Dealers at Three-Day Conference

One of the Livest Questions Discussed Was That of Wholesalers Selling Direct to the Consumer—Strong Resolution Introduced—Collection of Small Debts Given Much Attention—T. A. Gaetz, Red Deer, the New Head.

Reported by Staff Representative

CALGARY, Alta., May 12.—One of the most remarkable conventions ever held by the Retail Merchants' Association came to a close last week in Calgary. This was the first annual convention of the Alberta Branch, which has been organized much less than a year; but it is big for its age. The convention lasted three days—May 5th, 6th and 7th—and was remarkable for many things. Firstly, the business consisted more of discussion on subjects of interest to the retailer, than on the hearing and delivering of lectures. About three dozen resolutions were adopted, and these referred to subjects upon which the members had their own opinions. Often these were at variance, which made the meetings more interesting.

The attendance was good. Members came from every corner of the province. There was no monopolizing the business by the larger places. Those who attended consisted mainly of general merchants, with a good sprinkling of hardwaremen. What grocers there were, were mostly from the larger centres, and they joined hands with the general merchants. The hardwaremen looked after their own business.

Tuesday morning was spent in welcoming the visitors to the city, and in registration. The evening session was presided over by the president of the provincial board of the association, J. F. Glanville, of Calgary.

The session was mainly taken up by the delivery of addresses by Major Duncan Stuart and C. L. Carter, dealing with credits.

The Small Debt Court.

In the course of his address on "The Small Debt Court, and Its Relation to the Farmer," Major Duncan Stuart stated that the machinery now in existence in Alberta for the collection of small debts was an absolute failure.

He referred to the question of imprisonment for debt, and said that the idea of imprisonment for debt was a thing of the past. He did not think in the first place that a man should be imprisoned for debt, and in the second place he did not think the government could ever enact any such legislation. In the third place, he did not think it would work well if such a law were enacted, because the feeling of the people was against it. The judges, lawyers and court officials had no heart for that sort of thing. They did not want to see men handcuffed, and taken away to jail. But if a man owed a just debt, there ought to be an efficacious way of getting after the man's earnings.

He had submitted a proposition for the consideration of the government by which after getting judgment, the creditor could call the debtor before the court, and have him examined as to the wages he was earning, or as to any other money that might be owing to him. If the judge was satisfied that the debtor was earning more than sufficient to supply the needs of his family, then it would be in the power of the judge to make an order that would entitle the creditor to serve notice upon the debtor's employer and without going into court again requiring him to deduct from the debtor's wages so many dollars per week as the judge might think right.

As for farmers who contracted debts, he thought that if these debts had been incurred for the supply of the necessaries of life, he was of opinion that these debts should be placed against the homestead, and with a provision that the homestead could not be sold

View of 8th Avenue, Calgary, Showing Municipal Railway.

for a number of years in order to meet these debts.

In concluding, Major Stuart stated that, while there was a small debt court, at the present time, he thought a judge should be appointed to deal with small debt cases summarily. (Applause).

A short discussion followed the close of the address, among those taking part being: A. M. Anderson, D. A. Thompson, Coronation; J. G. Robertson, Foremost; and N. A. Gaetz, Red Deer.

WEDNESDAY MORNING SESSION.

When the delegates arrived at Paget Hall on Wednesday morning, they were split up into divisions. There should have been at least five divisions, but eventually they resolved themselves into two, the hardware section and the general stores. The latter included grocers, dry goods merchants, and general merchants. In the body of the hall, the resolution committee had a sitting at which they prepared two score resolutions to be brought before the general committee at the afternoon session.

A. M. Anderson, chairman of this division, spoke on the severe competition felt in the smaller places. This gentleman's observations were of importance because he expressed his opinion freely during the discussion on the subject of running a business on the cash or credit basis. He declared that the former was impossible in this part of the country, and that where a man tried out the cash system, he would eventually revert to the credit system.

Some Candid Criticism.

D. R. McIvor, Cowley, was one of the first to start an attack on the wholesale houses for selling direct to the consumer. He believed that the farmer, after a few years with this organization of theirs, would find out that they could not handle goods on as cheap a basis as through the retailer, and that it would be to their interest to attend to their farms, and have somebody else manage their supply end.

He claimed that whenever retailers brought a charge against wholesalers they were told to the face that the charge did not exist, and all the while the goods were lying at the depot. At this convention, said Mr. McIvor, the general stores especially should take strong action, and bring out some plain statements. If the wholesalers were bound to be retailers, they should let them be retailers, and the retailers should become wholesalers.

A member from Bassano told a story of a wholesaler and a contractor in that town. The latter had been trading with this speaker, but one day a wholesaler came to town, drove out to the place where the work was proceeding,

T. A. GAETZ, Red Deer, Alta.
Who was elected President of the Alberta Retail Merchants' Association at the annual convention in Calgary.

interviewed the cook and the boss and took the business. If he had been dealing with this wholesale house, he would have been protected. His only protection was in an association like this. There were more wholesale travelers going around than the retailer could buy from.

Often, said the speaker, a wholesaler came to town who did little business, whereupon he said, "If I can't do business with the stores, I'll sell to the contractors, the hotels and the restaurants, and at least get my expenses."

Sees Cure in Organization.

G. W. Buck, High River, referred to by the chairman as 'a big merchant in the south,' was the next speaker. If they organized, he said, when a wholesale traveler came to a town and declared his intention of doing business with the hotels, the fact could be made known, and the retailers could cut him off. It would only be necessary to do it for one month to cure the evil.

Referring to his methods of doing business, he said they had been doing a long credit business, and had found that this gave the mail order people a chance to get in. Later they started as near cash as they could get, with nothing over 30 days. They were told they could not do it, but they had succeeded.

Taking up the question of the mail order houses, he pointed out that merchants were leaving room in lots of small towns for these people to come in. The small dealer in the small town could not carry large stocks, and 25 per cent. of what the customer needs he could not keep in stock. The customer must send away for them; he gets the habit, some of the things he gets from the mail order are satisfactory and eventually he sends them all his business. He thought they should all get down to a practical cash basis, keep their stocks up, and watch the little things that the people wanted and were liable to send to the mail order firm for.

No Hold With Cash.

Mr. Anderson, the chairman, said he did not think it was possible to do a cash business in the small towns. He had tried it, and found it hard. On the other hand, it they limited the credit they gave, they got a hold on their customers; if they had a cash system they had no hold on them, and there was a tendency for them to go to the mail order houses.

Notwithstanding all they had said about getting after the farming community for not showing gratitude, all the farmers were not like that. He had satisfaction in looking back on customers who had stood by him. They were liable to touch on the sore spots only. It was abuse of credit and indiscriminate credit that caused the trouble, but if the credit business was done successfully, money could be made at it. Merchants should use more backbone. It was a mistake to lie down to customers. They should keep a stiff upper lip, look the customer straight in the eye, and customers would then have more respect for them than if they were always cringing

ELECTION OF OFFICERS.

The election of officers took place on Thursday afternoon, and was private. T. A. Gaetz, general merchant, Red Deer, was elected by acclamation for president; H. N. Stephens, general merchant, Vermilion; first vice, N. B. Good, Lethbridge; second vice, N. I. McDermid, of the McDermid Drug Co., Calgary, treasurer; and J. A. Bucknall, re-elected provincial secretary. There was a ballot between the first and second vice.

TO RED DEER NEXT YEAR

The next convention of the Retail Merchants' Association, Alberta Branch, will be held at Red Deer, Alta., which is the home town of the new president, T. A. Gaetz.

A fine picture of the delegates to the Alberta Convention. The new president, T. A. Gaetz, is the second man from the right in the second row. J. A. Bucknall, the provincial secretary, is fourth from the right in the front row and on his left is W. H. Andrews, the Calgary secretary.

to them. That was not business at all.

W. A. Fraser, Pincher Creek, did not agree with Mr. Anderson. He had had twelve years in the West, and his experience had been that you could not do a cash and credit business together. They ought to come out and out for one or the other. There was not sufficient difference made between cash and credit systems. If they were going to give credit, they should place a 10 per cent. advance on the price of their goods, and tell the merchant that he would get 10 per cent. off for cash, but if they got a good living by selling for cash, and 50 per cent. profit for credit, it would be better for the interests of the trade.

Mr. Fraser said that he had no more faith in 30 days' credit than in 30 years'. Thirty per cent. of the customers would leave it for fifty days, and some for a year unless some drastic measure were taken. He had been in the general business. Later he cut out the groceries, with $10,000 on his books. Then they did as near a cash business as they could, carrying only $4,000 on their books. But they could not draw the line too fine. He knew plenty of men in the cash business who would not go back to the old system.

Pleased With the Change.

H. J. Montgomery, Wetaskiwin, made one of the most interesting speeches of the morning. He said he cut out the credit system two years ago, after he had been doing 60 per cent. credit and 40 per cent. cash. After their first year of business, they had $10,000 on the books, the next year $15,000, and the next $20,000. Then they decided that if they could not get their money they would not do business at all, and went into the cash trade. It was not the farmers who were getting the credit, but the townspeople, who were living beyond their means. They expected a drop of 30 per cent. in their turnover. The first day was a miserable one, wet, and did not augur well, but that night they had more cash in their till than they had ever had before, and they never would return to the credit system.

During the first few months the amount of business done was not decreased more than five per cent. After that the business depression came which affected all business, upsetting calculations. Other merchants in the town have decided to adopt the cash system after seeing how well it works.

Salaries of Clerks.

Mr. Montgomery then opened an interesting subject. He wanted to hear the experience of dealers in the payment of their clerks. Was it advisable to pay a straight salary, or a percentage? He found it hard to get efficient help. One man was loyal, the next was lazy. Only a small percentage took the interest in the business they should. He often thought it would be better instead of paying a straight salary, to offer the clerk a commission on all sales above a certain amount. In his opinion the clerk would then be anxious to sell more goods.

Mr. Anderson, the chairman, while he did not wish to discourage Mr. Montgomery, said he could not help predicting that he would be back at the credit business inside of five years. He had been through the mill so thoroughly, he knew how it worked out. It started with giving a customer a pair of shoes, say, on approval.

Mr. Fraser of Pincher Creek wanted to know whether two years' experience was not sufficient to prove whether a cash system paid or not.

Officers for Sections Elected.

The meeting of the general merchants then came to an end, and Mr. Anderson

remarked how helpful this little fellowship talk had been. He only wished they could have one every month. The election of officers for this division then took place. On the motion of Mr. Montgomery, seconded by Mr. McIvor, A. M. Anderson, Bawlf, was chosen president. W. A. Fraser, Pincher Creek, was elected first vice, and E. F. Purcell, Bassano, second vice. F. F. McDonald, Cayley, was elected secretary.

J. F. Glanville, provincial president, being unable to attend, T. A. Gaetz, Red Deer, took the chair at the afternoon session. The business down on the programme was Report of Resolution Committee and discussion and voting on Inter-Provincial resolutions to be submitted to the Dominion Board. There were about thirty resolutions. Some called for discussion; others were dismissed quickly. J. A. Bucknall, Provincial Secretary, was on the platform.

Discussions on Resolutions.

Among the many resolutions submitted, the following are of chief interest to the trade in general:—

That it is the opinion of this meeting that no change should be made in the present parcel post system, as recently adopted by the Government, until it has been fully worked out and tested, and that we should insist, as far as possible, that it be self-sustaining.

On motion of Mr. Stevens, Vermilion, and Mr. Jackson, Pincher Creek, the resolution was adopted.

That it be an instruction from this convention that the information be ecured from the retail merchants throughout Alberta as to whether they are favorable to have a special tax placed on large mail order catalogue houses, and that the money so secured through taxation would be paid into the various municipalities from which it is taken.

When this resolution was brought forward, the chairman announced that the resolution committee had decided that, as the Provincial Government had no power in the matter, this matter should be referred to the Dominion Board.

A member wanted to know why, if manufacturers were required to pay a licence fee to operate, the mail order people were not compelled to pay too. Mr. Stevens, Vermilion, answering this said that the province had no control. Eaton's and Simpson's sent their catalogues through the mails, and their goods went by parcel post, so that it was impossible to touch them unless the Dominion Government did something.

Getting After the Pedlar.

That we consider that it would be in the best interests of the retail merchants of this province, who pay municipal taxes and business taxes, as well as maintain other expenses in connection with the retail sale of merchandise, that a provincial pedlars' licence be charged to all pedlars, and that a portion of said licence be remitted to each municipality, and that any person who is found making false statements or deceiving the public should have his licence canceled, and also that the present pedlars' licence be amended so that manufacturers who peddle shall be included.

This resolution brought forth considerable discussion. Mr. Johnson, who formerly operated a store at Grassy Lake, told of a traveler who went out there last year, claiming to be a wholesaler, and sold goods at cheap rates. The speaker had been commiserating with his victims ever since, as they were stung, the goods sent being seconds. The man was arrested at one place and fined $10, whereas he had done about $10,000 worth of business. J. A. Bucknall suggested the words "and that the penalty be fixed not less than $50 in each case." Mr. Johnson thought that good. He continued, saying that the only way to handle this was through the boards of trade. Mr. Bucknall replied rather heatedly that if the merchants were alive there would be no need for boards of trade. "You can't do it," replied Mr. Johnson, "they're dead."

The resolution was adopted.

That it is the opinion of this meeting that the system of charging for freight cartage at both ends is unfair to the retail trade, and that we recommend that this matter be referred to the Dominion Board, and that they be requested to take such steps as will remedy the evil, and that all merchants buy f.o.b. cars where possible.

Mr. Bucknall told the meeting that a deputation from the Calgary Board of Trade had met the committee that morning, and it had been decided eventually to have the Calgary Board of Trade take steps to have the freight charges arranged so as not to be a burden, as it is now.—Adopted.

Another resolution along similar lines was "that this convention take steps to ask the Dominion Railways Board to order the railways to supply freight classification books when asked for."—Carried.

That it is the opinion of this meeting that, in the event of co-operative society legislation being introduced again at Ottawa, that every effort should be made by the Dominion Board to see that the same is vigorously opposed.—Carried.

That as a great many requests have been made by members of our association, to make provision for an efficient inspection of the proper weight or articles sold over retail counters, that this convention petition the Dominion Government to take such steps to secure the marking of all package goods with the net weight.—Carried.

That it is the opinion of this convention, that a very large sum of money can be saved by our members, if they would write and secure information from the head office before they subscribe to, or connect themselves in any way with any rating or collecting associations or agencies.—Carried.

A Point in Buying Goods.

The following resolution created considerable discussion:—

THE COLLECTION OF DEBTS.

In Alberta the question of debt collection is just as live as anywhere else. One of the important resolutions submitted to the convention in this regard was the following:—

"That this Convention take further steps to press our amendments to the Division Court Act, regarding garnishees and simplifying the collection of small debts."

Mr. Bucknall announced that they had met with some success in petitioning the Alberta Government. A letter had been received from the attorney-general stating that the Premier would see that the bill was introduced next session. Mr. Bucknall said it could not be allowed to rest there, but should be given a last kick to drive it home.

Under this law, a merchant can secure a judgment summons and have his debtor put on oath as to his earning capacity, and get an order, the employer being compelled to deduct so much a week from the man's salary.

Mr. Thompson, Coronation, said it would be effective in some cases, but not in the case of the man who is always trying to beat his creditors. He did not believe in imprisonment for debt, but he believed it would be effective. Both the lawyers in his city said they should have the same law as they had in Ontario.

The resolution was then adopted.

That in the opinion of the convention the retailer receiving credit notes on goods not ordered or returned as unsatisfactory, should have some remedy.

A member told how travelers called on him offering goods, which were ordered and signed for, but which arrived different to those ordered. They had no way of showing that they were not what they ordered.

J. Miller, Stoney Plain, said his buyer took a copy of everything he bought, checked the invoices, and if the goods were not those ordered the manufacturer was always willing to take them back.

The member who made the complaint then came down to tacks and stated that the goods ordered were 50 raincoats, 50 inches long. These came in too short, and were lying at the depot. The general opinion was that it was up to him to show the court that they were not as ordered.

The Chairman: "A good manufacturer to keep away from."

Mr. Stevens, Vermilion: "The executive have a hard nut to crack in that. Mr. Miller suggested something that I recently adopted. I took it up with my buyers some time ago, and got them when buying to get a description of the goods if the firm was not well known."

It was decided not to introduce this resolution, the committee thinking it a difficult subject to handle.

That whereas a very much larger sum of money is invested in retail distribution, than is invested in any other manner in the Province of Alberta, that we urge upon the Alberta Government the necessity of appointing a minister of inland trade, so that our retail interests can be cared for. It was decided to lay this resolution on the table.

That we recommend that the Dominion Board of our association apply for an amendment to the Trading Stamp Act, to include all forms of guessing and voting contests.—Carried.

That this convention request the executive officers, to report upon the advisability of securing inter-provincial judgments, so that they will be operated in every province, so as to facilitate the collection of small debts.—Carried.

That this convention place itself on record as being opposed to municipalities engaging in the retail trade.

This had particular reference to municipalities retailing electrical fittings, etc.—Adopted.

WEDNESDAY EVENING.

Wednesday evening session proved both interesting and enjoyable, two addresses being delivered by Norman Rankin and R. J. Deachman.

Mr. Rankin chose as his subject "Advertising," and as he has gained for himself an enviable reputation as an advertising expert, it naturally followed that his remarks were listened to with close attention, and that he had much valuable information to impart. He handed out many "tips" to the delegates, and thoroughly impressed upon them the fact that business development and advertising go hand in hand.

Mr. Deachman delivered an interesting address on "The local newspaper and its relation to retail trade." One of his remarks was that the first community advertiser was Paul, for what finer phrased piece of advertising was there than that of Paul when he declared: "I am Paul of Tarsus, a citizen of no mean city"?

Selling Over Retailer's Head.

A resolution by the general merchants was then introduced to the effect that as they understood manufacturers and wholesalers were supplying goods to the consumer, and were becoming a menace to the retail trade, resolved that this business can be best handled by the retailers, and, further, that the merchants and executive take action to stop this business, or of starting a retail merchants' wholesale company.

Favored Prohibition.

Mr. Gaetz, chairman, read a resolution suggesting that the convention approve of the action of the temperance and moral reform league in their efforts to place on the statute book a provincial prohibitory law. This, said Mr. Gaetz, meant that liquor would not be sold anywhere in the province if adopted.

Some opposed it, but the resolution was finally adopted.

THURSDAY MORNING SESSION.

J. F. Glanville, provincial president, was in the chair when the convention was called to order Thursday morning. The proceedings began by Mr. Glanville reading a resolution: "That in the opinion of the convention the Government of Alberta should be empowered to conduct a general banking business."

W. A. Fraser, Pincher Creek, said the adoption of such a system would be in the mutual interests of the farmers and the retailers. They heard the cry for cheaper money. The banks were waxing fat on their high rates.

Mr. McIvor, Cowley, stated that in view of the money stringency and the difficulty in obtaining money at any rate, it was time banking should be controlled by the province.

The President suggested that the subject be left to a committee to report at the next meeting. The committee formed consisted of D. R. McIvor, F. F. McDonald, and Mr. Glanville.

On the subject of a business tax, Mr. Gaetz, Red Deer, said that when this matter came up in their town the business men wrote the council saying they were willing to pay a tax of 5 per cent. if the council would be willing to assess improvements at 5 per cent.

The council adopted the first part of their suggestion, but cut out the last. His business tax for the year amounted to $60.

It was agreed among the members that as a rule it was not lawful for a town to impose a business tax.

Splendid Exhibits.

There was one feature to the convention that surprised everybody, because of its novelty and its success. This was the exhibition of products by the local wholesalers and manufacturers. This not having been tried before, it was not known how many would take advantage of showing their goods. The results were beyond expectations.

SKETCH OF PRESIDENT GAETZ.

T. A. Gaetz, the new president, is a man who figured much in this, the first annual convention of the Alberta branch. It was rumored long before the election of officers that he was a likely man for president. He had proved himself able, and a man with a wide knowledge of the retail business. Mr. Gaetz came to Western Canada in 1887, *when he was fifteen years of age, and knows something of the hardships of pioneer life. He told the convention during one of the discussions that he would not like to return to the rough ways of the early days. He did not a little ranching as a youth, then started working in the general store of Smith and Gaetz, Red Deer, in* 1896, *and worked with them for ten years. Then he and R. C. Brumpton bought out the above firm, and two years later Brumpton bought out Gaetz. The latter then started for himself in Red Deer, and owns a good business in that town. He put five years on the council there, is vice-president of the Board of Trade, president of the local Retail Merchants' Association, and a member of the hospital board.*

DELEGATES WHO REGISTERED.

J. Alfred Pine, Magrath; Lang Ly, Magrath; W. J. McInnes, Acme; T. A. Gaetz, Red Deer; W. J. Boomer, Redcliff; Otto M. Shipley, Redcliff; Jno. G. Robertson, Foremost; R. J. McNabb, Grassy Lake; Gus Johnston, Pincher Creek; M. H. Smith, Winnifred; A. J. Turish, Black Diamond; L. D. Ames, Magrath; Jacob Miller, Stoney Plain; W. B. Good, Lethbridge; H. Montgomery, Wetaskiwin; Hans Rus, Champion; H. W. Reed, Vulcan; G. E. Hayward, Vermilion; J. T. Hatcher, Blackie; G. H. Beaudry, Wainwright; Chas. Ouimette, Coleman; C. W. Hanson, Barons; W. G. Fraser, Pincher Creek; C. C. Burnett, Carbon; C. H. Nash, Carbon; D. A. Thompson, Coronation; G. A. Smith, Innisfail; S. Tucker, Ensign; J. D. McDonald, Calgary; S. M. Armstrong, Banff; John T. Doney, Macleod; B. E. Spink, Macleod; D. N. McIvor, Cowley; F. W. Tracy, Wetaskiwin; J. H. Brand, Stavely; Fred. S. Ditte, Stavely; P. C. Owen, Lacombe; Harold J. Snell, Red Deer; M. Snell, Red Deer; Wm. Howie, Cowley; F. F. McDonald, Cayley; W. T. Milner, Denton; E. W. Magee, Blackfalds; J. H. Curtis, Nanton; Jos. Wright, Bassano; J. Frank Hill, Langdon; J. A. McNabb, Grassy Lake; L. S. Crosby, Banff; D. H. Sykes, Redcliff. Retailers from Australia, heard of convention and stepped in, S. A. Ravencroft, Australia; I. M. Clark, Australia; T. Frank Davis, Bassano; Geo. W. Buck, High River; R. B. Wilkinson, Airdrie; A. E. Bowers, Airdrie; H. A. Stephens, Vermilion; A. E. Clemens, Sedgewick; A. M. Anderson, Wm. Kennedy, Ponoka; H. B. Edwards, Ponoka; N. H. Hildermann, Calgary; H. T. Northwood, Coronation; A. G. Stude, Didsbury; H. Barnstable, Edberg; W. F. Winatt, Edberg; A. H. Webb, Hardisty; H. Skienel, Mirror; B. L. LaRoy; Morrin; George Rebder, Dalroy.

GETTING A START.

(Continued from page 92.)

bookkeepers are small, while extra good salesmen are usually large? There's a reason!

The competitive spirit makes every business grow. Without competition in efficiency on the inside the auctioneer's flag will soon hang on the outside. There is always one or two kinds of competition in every business—competition among employees to do the best work, or competition to do the least work! It all depends on the boss.

As a man once answered who was asked the question:

"Is life worth living?"
"It depends ON THE LIVER."

If you want to be a success you must compete with yourself. You must lay out your day's work and see if you can do it. You must measure its quality. You must be your own taskmaster. The best way to get a good day's work out of yourself is to lay out a good day's work in advance, and then have the will power and industry to do it. Use spurs on yourself.

"Plan your work, then work your plan."

Cut down "interrupters" and "time-eaters." Don't let them consume your valuable time. If you are trying to perform a set task, you won't—if you are just drifting, you will sit down and talk it all over. We all catch trains because we know they won't wait. The Pennsylvania Limited would never reach New York on time if the "time-eaters" had their way. They would "talk things over" at every station.

Mr. Mallaby Deeley, of London, pulled off the largest real estate deal in the world. He has no office nor telephone. He says he hunts up the men he wants to see. He uses their offices and can leave when he's ready. You can't do this in your own office, can you? Blessed is the man who has no desk, because he is free.

"If you can write a better book, preach a better sermon, or make a better mouse trap, tho' your house be in the woods, all the world will make a path to your door."
Both Emerson and Hubbard are accused of writing this.

I knew a firm where the partners quarreled about where their desks should be. One partner took a desk near the back door. The work will make a path to the desk of the strong man, even if it be on the alley.

I knew a corporation where they quarreled about the rank of the officers. One man took no title. He was simply a "director." When the financial storm came this simple "director" took the helm. Wherever Ben. Johnson sits is the head of the table. All this means, my son, not to quibble and squawk about place and office, but make it your ambition to be the Main Works in your little boiler factory.

Nothing is more amusing than some small-souled man rattling around in a big job, like a deuce spot in a dice box. Never leave your job until you have grown so big that all its titles and high-sounding appendages mean nothing to you.

The man should give dignity to the position, not the position to the man.

Devote your thoughts to the success of the business—many men have "forgotten themselves into immortality."

IMPRESSIONS OF NEW YORK WINDOW TRIMS.

(Continued from page 86.)

fond of them. The price itself is a very minor consideration; usually it has no place on the card at all, and if so is very small. Indeed, the whole tendency here is for small cards, in most cases black with white lettering; sometimes with gold background. Lord & Taylor's do not use any in their windows at all so far as I noticed. It is rather a case of displaying goods; the price does not matter with the class of trade to which they cater. What a difference with most of us in Canada! There the price ticket seems often the main thing in the window. Here they have exquisite materials to work with—goods worth $25 a yard that we would no more be trusted with than fly. But yet, why worry? Conditions are different and for our general lines of business we must cater to the whole buying public, and stocky windows and price tickets, with the price prominent, and often on each article, play an important part in getting returns from our window displays.

No, after some days in New York I do not feel at all ashamed of what our Canadian window trimmers are doing. New York can teach us—and we can teach New York in some things.

Here, in farewell, is wishing our C. W. T. A. Convention in August all kinds of success. I'll be there.

Robert Munroe, Carleton Place, Ont., lost by burglary a quantity of men's clothing, knives, fountain pens and razors.

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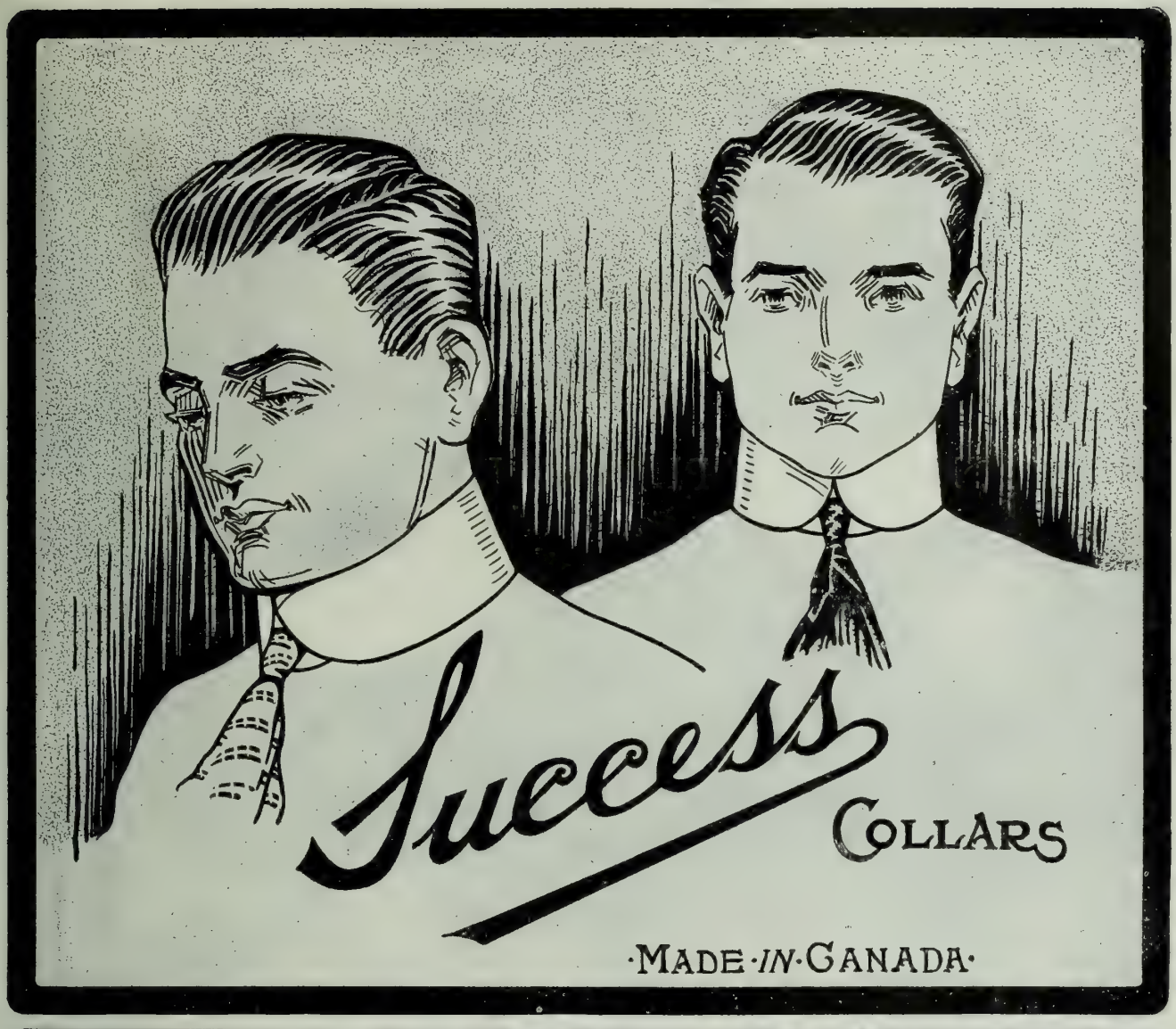

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THE LATEST ADDITION TO THE SUCCESS RANGE

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited
Montreal

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It is sold as the Bull Dog Scarf Pin Guard and every guard is stamped with a Bull Dog.

The sale in Canada of any other guard of the same mechanical principle is an infringement on our patent rights.

Various infringements having been sold, we sued a large importer and obtained judgment, April 28, 1913, in the Supreme Court of Ontario, for damages and costs. Since this we have collected damages from every other infringer against whom we have obtained evidence. We intend to protect our rights by all possible means.

The General Public have learned that the Bull Dog Guard is the best made and the demand for it has greatly increased the sale during the past few years. The Guard is made in our own factory from the highest grade materials and is guaranteed against defects of any kind.

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JUNE, 1914

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Your glove reputation, Mr. Merchant, as well as ours, is suspended on a thread — a mightly slender thing to have your splendid reputation of many years' standing dependent on, is it not? The thread that goes into Carhartt gloves is the best that money can purchase, but we are not contented with this, we go one better by making it tougher and weather-proof by waxing it. This helps to enable us to give a rock-bound guarantee with every glove.

The Glove with double life

The double life of Carhartt Gloves is the result of adding the one-piece reinforcement shown in the illustration. This comes where the wear is most apparent and though it gives two thicknesses, it is not bunglesome in the least. Why not try out a small order to-day at our expense?

A card to-day will bring our approval order, which consists of a good assortment of Carhartt's Gloves and Overall Uniforms.

Sell, or try to sell them for sixty days. If they meet the requirements of your trade keep them; if not, return at our expense.

Write for the agency for your town.

Hamilton Carhartt, Manufacturer, Limited

TORONTO VANCOUVER

Most Merchants

please some people; some merchants please most people; but the most successful of all is the merchant who pleases all people

It's easy enough to please all the people as far as underwear is concerned—stock the full line of Penman's.

The people are fully aware of the superior merits of Penman's Closed Crotch Combinations—our widespread year-in-year-out advertising accomplishes that. The goods are half sold when they enter your store. You don't have to expend a lot of selling talk on people who come to you for

Penmans Underwear

Our Closed Crotch Combinations fit snugly to every line and curve of the figure, give easily to every posture without binding or cramping the movements in the slightest, and remain closed whatever position is assumed by the wearer. This garment has an instant appeal for the better class of trade—the substantial buyers it pays to cultivate.

The most desirable clientele in your locality will expect to get Penmans at your store. We believe you would not willingly disappoint them. That's why you should stock up with the full line and begin to reap the benefits.

Pen WARRANTED HIGH PENMAN'S GRADE KNIT GOODS Angle

Several infringements of this Closed Crotch Garment are at present on the market and we wish to advise the trade that legal proceedings are now pending against the concerns making them. Full satisfaction will be exacted from all parties handling these infringements.

Penmans Limited, Paris, Canada

Sweaters Hosiery Underwear

For Your Baby Customers

TURNBULL'S Infants' "M" Bands

Instead of selling them singly for 25c as you used to, and just making a few cents profit, they are now put up in an attractive package, three garments in a package, with full directions how to use them.

These will retail to your customers at a dollar a box, giving a profit of over 40 per cent. to you.

There are three big advantages to the merchant in our new selling plan.

1. **It increases your profit four-hundred per cent. per sale.**
2. **It is an attractive package to display on your counter.**
3. **It will sell itself to the majority of women who come into your store, producing a large additional profit with no selling cost.**

If you will place 2 or 3 of these attractive boxes on your counter or in your window, we venture to state that one out of every ten women coming into your shop will buy a box, without you having to show them to her at all, that is to say, the box itself will draw her attention.

I'm all wrong

I'm all right

SPECIAL OFFER!

To let you prove the above yourself, we will send you on consignment, an assorted lot of one dozen boxes; at the end of one month you may return us any unsold if you wish.

The only condition we ask you is, that you will agree to keep at least one box on your counter or showcase, where it will be readily seen by customers coming into the store.

Write us to-day, and so reap the fullest benefit from this plan and offer.

The C. Turnbull Company of Galt, Limited

GALT, ONTARIO

The C. Turnbull Co., Limited, Galt, Ont.

Gentlemen,—Please send me on trial, an assorted lot of one dozen boxes of Infants' "M" Bands. I will comply with condition above and may return any unsold after one month, without any obligation to me.

Name .....

Address .....

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

For Overalls, Uniforms, Shirts and Coats

as my guarantee against all imitations of the Indigo Cloth that has held the confidence of garment *makers* and *wearers* for over 75 years---on its unapproachable merit.

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839 Market St.

BOSTON
68 Chauncy St.

CHICAGO
223 W. Jackson Blvd.

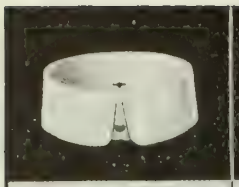
SAN FRANCISCO
Postal Telegraph Bldg.

ST. JOSEPH
201 Saxton Bank Bldg.

KANSAS CITY
205 De Graw Bldg.

ST. PAUL
242 Endicott Bldg.

WINNIPEG
400-02 Hammond Bldg.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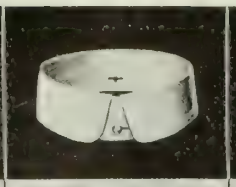
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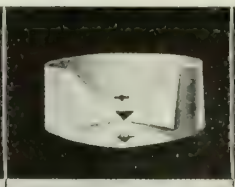
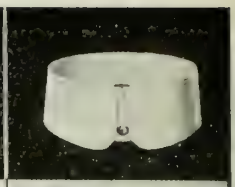

VIGILANT

AMERICA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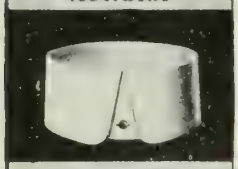
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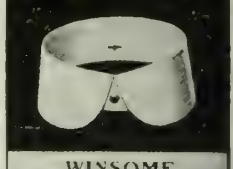
WINSOME

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ARLINGTON COLLARS

Selling Point No. 5

THE BUTTON-HOLE THAT STANDS

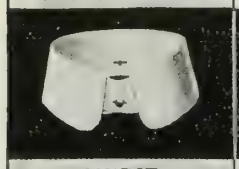
One of the several prominent features of these collars is the extra weight stock, which greatly increases the wearing qualities and insures a perfect fit until discarded. This is a point that will promote your sale of waterproof linen collars. They come in six different grades and forty styles—a style to suit every taste and pocket-book. Challenge Collars are the best grade. Price $2.00 a dozen. **Let us send samples.**

Button-holes are not reinforced, but material is extra weight, for better satisfaction to customer and shape of collar.

The Arlington Co. of Canada, Ltd.

54-56 Fraser Ave., TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington St. E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg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LIVONIA

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

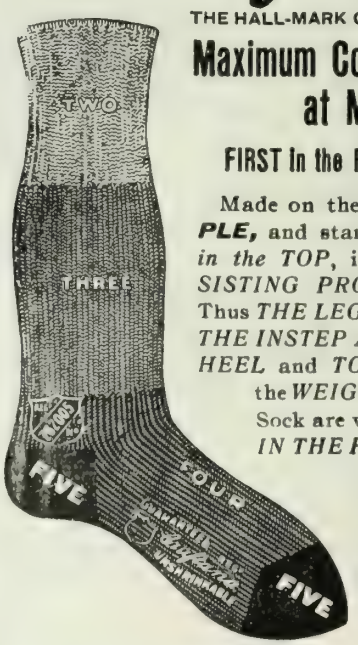
BERLIN ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262.005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

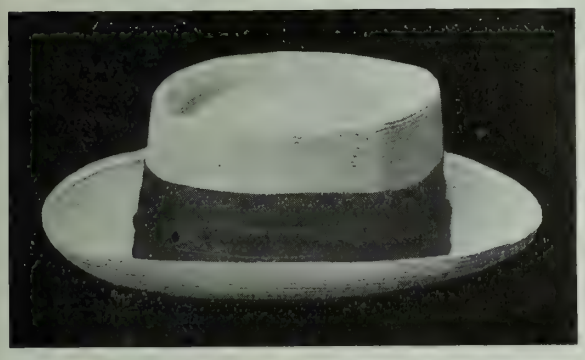
A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

No. 1122. Jap Split Sennit, Taper Crown.



No. 1462. Diamond Telescope, Negligee Brim.

No. 1460. Close Telescope, Pencil Curl Brim.

No. 1135. Mushroom Brim, Sennit.

No. 1461. Diamond Telescope, New Style Brim.

1915 MODELS

We're going direct to the trade with a most complete range of smart models in

Su-blok

Classic STYLES FOR MEN

hats

which means: a saving to the merchant of fully 25%, all the new and exclusive styles and straws semi-hand finished, and prompt, careful service made possible by the best equipped factory in the Dominion, with experts over every department.

Among the new blocks we are showing this season are the new mushroom shapes, the diamond telescope with fedora brim, the mushroom with the "pencil curl" brim, etc.

Many models fitted with the patented "self conforming" drummed sweat, which makes for comfort because it automatically adjusts to the shape of the head.

Send for trial order of the styles here shown. Samples on request.

The Crown Hat Company

LIMITED

MANUFACTURERS
AND IMPORTERS

Sample Room:

24 Wellington St. W., Toronto

Factory at

GALT, CANADA

MEN'S WEAR REVIEW.

JUNE, 1914

Fame of Pugilist's Name Draws Business

Although Tommy Burns is at Present in Australia, His Calgary Store Continues to Boom—Curiosity Leads Many to Buy at Least a Tie.

By Staff Correspondent.

CALGARY, June 12—(Special). — There is a clothing store in Calgary, located on Eighth Ave., which is the main thoroughfare. On its windows is written in large letters:—"Tommy Burns Co., Ltd." Inquisitive visitors to the city scent familiarity in the name. It smacks to them of pugilism. They make inquiries. Sure, it is the store of the famous Tommy Burns, once champion heavyweight of the world. They enter, and purchase some small article of clothing. Not seeing any giants around, they sneakingly ask, "Which is Tommy Burns?"

Tommy Burns is in Australia, training for another fight.

Exit, disappointed.

A representative of this paper made inquiries while in Calgary as to the amount of business that had come to this store as a result of Tommy Burns' fame. He found a splendidly equipped store. One would call it a high class store. The fixtures and show cases are of the best. It is equipped with a cash carrier system, which usually implies a rush of business. The lighting is modern, and the whole interior has an artistic finish. It is in charge of an expert New York clothier, with a staff of clerks, one of whom is a brother of the famous proprietor. His name is Eddie Brusso, and not Burns, as most people know. There is little of the fighter in him. He is the figure on the left in the accompanying illustration.

Buy Tie as a Sacrifice.

One of the first things to strike the eye in this store is the preponderance of gents' furnishings. The store carries the largest stock of neckwear in the city. There is a reason for it. People come into the store out of curiosity, and about the cheapest and handiest thing they can buy as an excuse, is a tie. Consequently there is a big business in neckwear. Some will buy a shirt or a hat, just to have something to wear bearing the fighter's name. Usually, however, the hero worshippers limit their sacrifices to a tie. It will be noticed that some of these range high in price, and the most expensive are near the door.

Tommy Burns Fills the Doorway.

Four years ago, Tommy Burns had reached the zenith of his fame. He never took an active part in the business, but would hang around the store, making himself one of the most unique business-pulls ever conceived. The scheme operates to this day. People who do not know that he is in Australia enter the store, buy a tie, and ask for Tommy. Some are not so inquisitive, and assume that the clerk who waits upon them is the man. He is probably the last man in the world you or I would take to be a pugilist. Even the tailor, who is a tall, slim man, has been pointed out in the street as Tommy Burns. As a matter of fact, when the real man is in the store, he fills the doorway. There is no mistaking him.

How He Started Up.

The question will probably be asked: How did Tommy Burns get into the clothing business? He was a painter by trade. He started fighting fifteen years ago. About five years ago, he returned from Australia to Seattle. He had a friend in Calgary named James Sewell, who was in the gents' clothing business. He wrote to Burns, telling him what a fine country Alberta was, and invited him out. He came. Finding himself so popular with the men, he decided that he could not start in a better business than clothing. He opened a store at 130 Eighth Ave, west, which soon become too small for the amount of business done. He then opened the present store at 213 Eighth Ave. west. He engaged J. Herlihy, of New York, to take charge, and left the business in his hands.

MEN'S GLOVES FOR FALL.

Montreal, June 16.—(Special).—Chamois and leatherette gloves are leading for first place in orders placed with jobbers and manufacturers for the coming Fall. Chamois, with heavy contrasting points, or embroidered backs, and leatherette effects, also with the same adornment, are "the thing."

The embroidered backs are being specified for all glove orders of the unlined type. Capes are waning in popularity and suedes are coming in very strong. The tendency in men's gloves, as with the women's, is for lighter weights. There are not so many lined gloves sold now as there were a few years ago. Wool gloves have also dropped off, though this is believed to be partly due to large stocks carried over from last season. Grey suede, in both unlined and silk-lined, are selling very strong for Fall.

VICTIMS OF THE EMPRESS.

F. J. Rutherford, of Montreal, one of the victims on the Empress of Ireland, had crossed the ocean thirty-two times, but previously had sailed from New York. For fifteen years he had been a buyer for T. C. Watkins (the Right House), Hamilton, but removed to Montreal in October last as a buyer for James J. Ogilvie & Sons. His successor with the Hamilton firm was J. J. Cayley, and Mr. Rutherford chose the Empress in order to accompany him. Both occupied staterooms near the point where the collision occurred, and their chance of escape was very slight.

Kind of store that is building up a big business for Tommy Burns, the pugilist, in Calgary. Note the prominence of the price tickets, the neat hat cabinets, the varied display of ties under different prices along the tops of the silent salesmen and the neat arrangement of surplus stock on the ledges, made possible by the unusual height of the ceiling. The ex-champion's brother is the figure on the left.

Influence of Tourists on Men's Styles

Northern Lake Towns Feel the influence of Well-Dressed Visitors During the Summer Season—Some Special Lines Which Are Attractive to the Summer Resorter.

IN style men are beginning to know what they want when they see it. Those who sell men's wear in some of the northern lake towns are beginning to appreciate this. When the best of the local dressers see the Summer tourists coming through on their way to the resorts they get some style ideas which they are not slow to act upon; the result is that there is a demand for up-to-date cuts in clothing and for the new hats, collars, shirts, etc. The tendency now-a-days with men is not to be so backward in following the style changes, and it is not safe for the retailer to buy heavily too far ahead.

More Frequent Purchases.

Arthur M. Corley, manager of the men's wear store of Gray & Co., at Meaford, has had many years' experience in the clothing and furnishings business in that town, and he states that of late years there has been a change in the attitude of the younger man towards style, and that it is now necessary to keep closely in touch with the market, and to make shorter and more frequent purchases. He attributes the change in a considerable degree to the influence of the Summer visitors.

So far as the trade of the men's wear store in the resort towns is concerned, it is confined largely to novelties rather than to staples; most of the tourists are from the big cities, and they do not go to the resorts to get style hints.

Wilson & Co., of Midland, report that woolen goods are a popular line, including sweater coats, bathing suits, and some lines of underwear, and there is also a demand for Summer hats, athletic suits, Summer trousers and shoes. The Review was told of one instance of supplying the tourist demand for novelties with a line of moccasins which passed for the real "Redskin made" variety, but which were turned out in a factory in Quebec.

Fall Business With Sailors.

A feature of the men's wear business in Collingwood, according to Patterson & Ough, is the Fall business with the sailors. Usually there is only one time of the year when the seafaring man has money and the opportunity to spend it, and that is when the Summer engagement is ended. It is then that he lays in a supply of wearing apparel; this is good business and for cash.

WINDOW TRIMMER FOR ENGLAND

L. H. Vealle, window trimmer for the Northway Company, Chatham, leaves in July on a two months' business trip to England.

Rene M. Redmond, of Redmond Co., Ltd., hatters and furriers, Montreal, was married June 3rd to Miss Edith Shaughnessy, daughter of Sir Thomas and Lady Shaughnessy. The ceremony was performed by Mgr. Bishop Gauthier in St. James Cathedral.

Interior view of "The Style Shop," which is working out the problem of a high class men's wear store on the outskirts.

What Manner of Men's Stock on the Outskirts?

Interesting Experiment in "The Style Shop," on Danforth Ave., Toronto—Using Handsome Window Trims—Other Stores Trying Business on Appeal to Workingmen—Pressing Trade Bulks Large.

TO convince the discriminating dresser that he need not go down town for what is new and stylish, and to overcome the shyness of the dresser of moderate means towards an exclusive, handsomely fitted men's furnishings store, are the problems that must be faced by the haberdasher who locates in the new business sections which spring up in outlying residential sections of the larger cities, and endeavors to make a success of selling collars of the newest cut, shirts that are up to the decrees of fashion, hats that are in the mode or ties of correct pattern and shade.

That the establishment of such a business in popular favor requires considerable time and education is the experience at The Style Shop which was opened this Spring on Danforth Avenue, Toronto—far up in the north-east corner of the city where with handsome mahogany fixtures and tasteful decorations a stock of stylish and high-class furnishings is offered about three miles from the down-town emporiums.

Fine Fittings and Window.

R. McKay, the manager of the store, makes the claim that he has the handsomest haberdashery store east of Yonge Street, and there is much to sustain the claim. The fittings are off mahogany throughout and the silent salesmen are of the latest unframed glass design. A handsome measuring table stands at the back in front of a mahogany partition which separates the retail store from the tailor shop—one of the important features of the business. The general impression is one of quiet and rich color effects and roominess, and a pleasing note is found in the stained glass dome electric light shades. The show window is a large one and well fitted, making an appropriate front for a very attractive interior.

The venture in establishing a modern furnishings store of this kind in a residential district, where there is a considerable proportion of working people, is largely an experiment in the trade. Mr. McKay has only been endeavoring to get the public favor for a few weeks, and, although he did not find a very enthusiastic reception, he states that the shyness of the people towards an exclusive men's store is wearing off, and where once an acquaintance is made a customer is assured; the people are coming to the idea, he says, that it is not necessary to go all the way to Yonge Street to get an up-to-date shirt or necktie. The tailoring department met with a good reception, and business in this line has been satisfactory.

Mr. McKay finds that the diffidence of the public to come to his store seems to be that the people are not used to an establishment of the kind in the outlying sections and that they have the impression of too much expense. However, he carries cheaper lines of goods as well, and thinks that acquaintance will overcome what appears to be a feeling of shyness towards the handsome premises.

Offered Cup for Baseball.

A special effort will also be made to get the business of the young men, and the tasteful display of new and fashionable stuff in the windows will be the

medium largely employed. These displays have been found to attract a good number of people to the store in the evening, when the best business is done. Mr. McKay believes that athletics would be a good medium to get the interest of the young people, and he offered a handsome cup for competition in a baseball league this year, but at the last moment it was found impossible to secure grounds for the games.

What Others Think.

That the people in the residential sections when they go to a men's wear store are looking for something of medium price, is the opinion upon which other furnishings stores on Danforth Avenue are stocked.

At Smith's the proprietor states that he has found that carrying novelty stuff does not pay, although some of the new things in neckwear are shown; an occasional demand does not, in his opinion, warrant the carrying of a stock. Here special attention is given to a cleaning and pressing department, and Mr. Smith states that he finds an increasing business.

The store of J. A. Cox is a branch of a down-town house, and the experience here has been in favor of moderate-priced goods, with a call for workingmen's clothing, overalls, etc. A demand for high-priced articles can usually be met on comparatively short notice by drawing on the down-town store. In neckwear, however, the stock is kept up-to-date and many of the novelty lines are shown.

Five Years' Experience.

A verdict in favor of the more moderate-priced stocks, with a more recent tendency for the higher-priced and more stylish lines, is the opinion of Downes, Dunlop & Co., a business which was established five years ago in the same district. Here a big stock of goods is carried in a variety of prices, grades and styles, and the desire is to meet the needs of all classes. It is found, however, that the requirements of the patrons are largely filled by the moderate designs and prices.

Dodger Advertising.

Mr. Downes believes in advertising, and in this district the effective method has been by large dodgers delivered from house to house, about five thousand being put out over a large area. This costs money, but it has been found to bring results, and the dodgers are put out twice a year with a seasonable announcement.

Weekly Stocktaking.

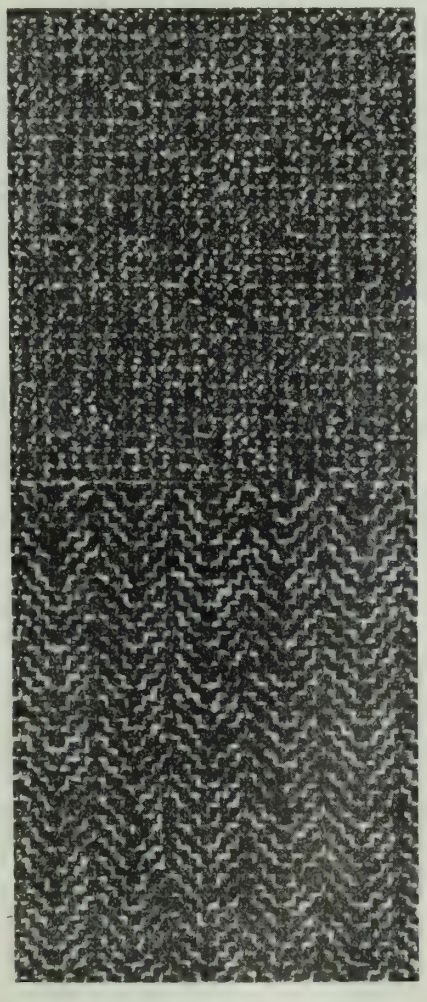
For keeping track of the stock on the shelves and in the show cases the Downes it practically amounts to a weekly stocktaking. Mr. Downes considers it worth the trouble, for it gives at all times a comprehensive grasp of the stock. The checking is done from the shelves and cases and in this manner there is never any difficulty for the buyer. The store is divided into three departments and one man is responsible for each, so that the checking-up process does not require a great deal of time.

With the gents' furnisher in the out-Dunlop Co. have a system of their own; lying district it is now quite usual to do a pressing business either on the premises or to carry an agency for some down-town establishment. One Danforth Avenue men's man states that he gives considerable attention to his pressing department and that he often does the delivery work himself with the result that he seldom goes out without getting several new orders. A visit to a home very often results in new business there or in a neighboring household.

Close-Fitting Clothing

Tendency This Fall Still Towards English Models — Cuffs on Trousers and on Vests — Black and White Effects Strong.

A CONTINUANCE of English models and attendant highly-tailored clothing will be the Fall programme. This is speaking in generalities. What the advanced styles may bring it is just a little early to predict with certainty, but nothing of radical change is looked for. With some makers there is a slight tendency for more roomy clothing for Winter wear, but this will not be noticeable generally.



Samples of the popular white and black lines for Fall suitings.—Shown by R. Score & Sons.

Close-fitting coats, with perhaps a trifle more length and natural shoulders, will be the vogue; trousers will be cut narrow with the cuff. The coat sleeve will be with or without cuff, and when used the cuff will be narrow. On the vest, which will be cut high, collars will be quite generally worn. The lapel will be somewhat wider, and some models will accordingly show a little more width of shoulder, but there is no general tendency towards the more athletic type.

For the young man there will, of course, be extremes. One is a double-breasted model, cut along the usual lines and with the cuffed sleeve and the deep roll to the lapel. A popular model this Summer has patched pockets and self-belt, and this latter novelty has taken well.

The tendency of wearing the vest in the warmer weather to carry out the tight-fitting effect has led to a new vest, which is cut with very large armholes, which gives absolute freedom for strenuous exercise.

In the Summer suitings the popularity for the shepherd's plaid has been to some extent lost in narrow stripes, and a modified plaid, which amounts to a small check. However, the plaid is still a good seller, and will go into the early Fall. The narrow stripes will also go over to the Fall, especially in those patterns in which the mixture has the effect of grey.

For the advanced styles for the Fall season greys are expected to be strong, with some browns as usual, but the run, according to a leading tailor, will probably be on black and white mixtures in both the tweeds and worsteds. These are coming in a big variety of weaves; the general impression in many of them being a diagonal effect as contrasting with the small checks. Checks are practically sure to continue, and small indefinite patterns in dark color combinations are shown.

Unique Clothing Department for Boys

Murray-Kay Company, of Toronto, Sell Everything the Rising Male Can Wear in an Individual Section—Card-Photographing the Young Customer—Catering to the College Youths.

THAT in this day and generation the "chip off the old block" is just as much entitled to special consideration in the matter of his clothing and furnishings as the "block" himself is the idea behind the establishment of the boys' department in the Murray-Kay store, Toronto. A store with a high-class trade, the department is one stocked with the best that can be had for the rising male generation.

Everything that the boy can wear—and the boy means everything from the bouncing big baby of two and a half years to the youth with his first long trousers—can be found in this department, which probably is unique in several respects in the Canadian retail business. Whether he is going to church, to school, to college, to the athletic field or the gymnasium, he can find — or his parents can find for him exactly what he should wear in the stock that is carried in this department—suits, furnishings, hats, or shoes.

That the idea of giving special attention to the needs of the boy—of supplying the style that catches the eye of the wearer with the quality which impresses the parent, and making a specialty of it—was along the right lines, has been indicated by the reception with which the innovation has been met. Opening on the 1st of September, by Christmas the realization was brought home that there was not enough room. The department has been increased in size until there is now a floor sixty by fifty feet devoted to the small man, and it is so separated from the remainder of the fourth floor of the store as to at once give the impression of exclusiveness—and for the future bigger things are planned, for the boys' department promises to become an outstanding feature of this high-class store.

Supply Own Specifications.

The guarantee of the company is behind every suit that is sold in the boys' department. To give this guarantee the firm makes certain that it knows what goes into the clothing. Close to one hundred per cent. of the clothing is made on the specifications of the Murray-Kay company. When samples are submitted by the manufacturer they are closeely examined, and where better materials can be put in for an additional price, to improve the garment, the specifications are changed. In this manner the firm is in a position to speak individually with regard to the suits sold.

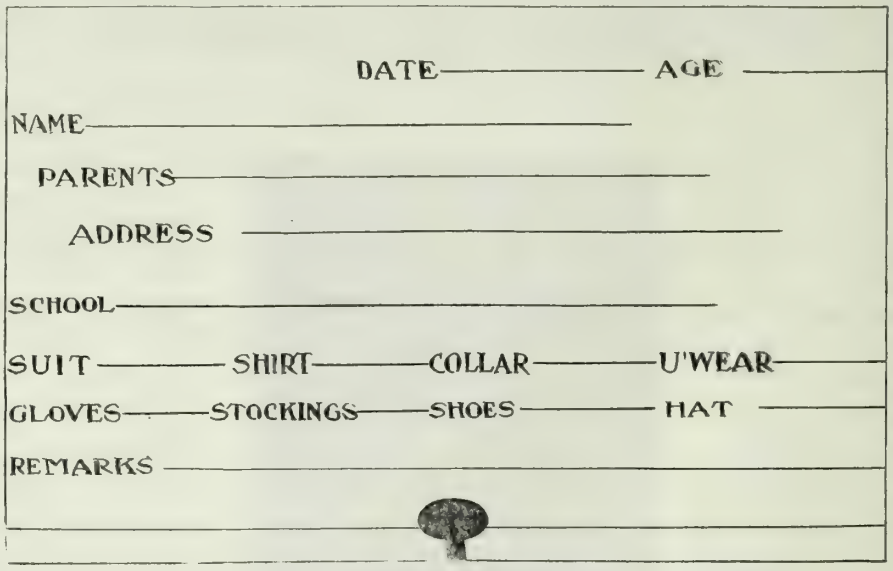
Close touch is kept with the style markets, for the day has passed, says A. W. Reid, the manager of the department, who has had eleven years' experience with the Rogers Peet Company of New York, when anything will do for the boy. Catering to the boy to-day is getting to be as important as catering to the well dressed man.

The store management has noted since the department has opened a demand with the exclusive trade for the ultra-English clothing for the youth. To meet with this demand, which is probably noticed in this store more than most in the province, it is proposed to import English models and to have them worked out by the Canadian manufacturers.

Pleasing Boys and Parents.

That his experience has been that it is not difficult to sell to the boy, is the statement of Mr. Reid with regard to salesmanship in the boys' department. Up to a certain age, he points out, the purchasing is done almost altogether by the parents, and then when the boy begins to get opinions of his own, they are usually guided to a large extent by the judgment of the mother or father, and even the big boys go to a certain extent on the judgment of the grown-ups.

So far as the styles are concerned, this is to a large extent controlled by the store; it is expected that what is shown will be stylish, and it is, but not freakish. Parents particularly, it is found, depend to a large extent upon the judgment of the salesmen as to style. The boy is quick to appreciate what is new, and on the point of style and appearance he is usually the first to be won—after that it is a question of satisfying the parents as to the quality of the garments.



Card showing how valuable information about boys is kept.

Catering to the College Boys.

Particular attention is paid in this department to the needs of the college boy, and a complete stock is carried of Eton suits, blazers in different color combinations, flannel trousers, monogramed caps, etc. Keeping this department completely stocked is found to bring business.

Reaching the college boy requires some consideration, and this is largely done through advertising in the college papers.

Card-Photographing the Boy.

A novel system for keeping a record of the boy customers of the department is being adopted by the store it amounts almost to a card-photograph. When an order is taken a card is filled out which records the age of the boy, his address and the school he attends, and the sizes of the different garments he wears; if desired, a copy of this can be given to the parent for reference.

These cards are all placed on file. The merchant who sells boys' clothing will at once appreciate the advantages of such a system. It is always difficult to

(Continued on page 65.)

Featuring a Store Within a Store

Clothing and Shoes Brought From Second Floor to Adjoin Men's Furnishings in Goodwin's, Montreal—Everything a Man Needs is Handy.

By a Staff Correspondent.

MONTREAL, June 16 (Special)— "Men, it's your store too, come in and feel at home."

This was the invitation contained in a neat card, prominently displayed in a show window filled with men's outing togs, in the departmental store of Goodwin's Limited, Montreal, just a few days previous to Victoria Day.

For some time past there has been evident a determination to make Goodwin's a men's store as well as a women's shopping place. Four or five of the large show windows are almost continually devoted to displays of men's goods. For instance, the Victoria Day displays included a window of hats and shoes, one of men's furnishings, one of suits and coats, another of travelling requisites for men, and two especially attractive displays with scenic backgrounds containing sports, holiday and camping supplies and requisites.

There has been a gradual change and reassembling of the men's departments in Goodwin's. Originally the shoe department was on the second floor, together with the women's and children's lines. The men's clothing department was also located on the second floor. Now these departments have been moved to the ground floor and located just at the left of the main entrance. The "men's store," as it is designated by large hanging wooden signs at the front and sides of the section, occupies about one-quarter of the ground floor. The men's furnishings are where they were from the beginning, immediately at the front. Then comes the clothing section and a section devoted to trunks and bags, flanked at one end by the hat department, and then the shoe section.

The removal of the shoe section to the ground floor, and its merger with other men's lines, has resulted in a largely increased amount of sales. The same may be said for the ready-to-wear clothing and the travelling goods.

Talking with the heads of these departments, they stated that it had been their experience that men do not like to have to hunt around from one department to another, but as a rule want to secure what they came after and get out again. In order to accommodate them and to make shopping as easy and comfortable for them as possible this idea of converting one portion of the store into a purely men's store was decided on. It is now proposed to make it still more exclusive by putting in a separate entrance from the street, so that the crowding at the general entrances can be avoided.

The arrangement of the departments is such that there is no appearance of an actual division of one department from another but one overlaps the other or merges into it to a certain extent, so that a customer who comes in after shoes finds just alongside a display of new hats, or a table trim with a suit, tie or gloves, etc. These suggest other needs unconsciously and one department helps the other.

There is a department for boys also, in this men's store, and for the father who brings his son along with him, there is ample opportunity to select wearing apparel, from head to toe, without being subjected to the scrutiny of the women patrons. For the timid or bashful, or for the "man in a hurry" every provision seems to have been made.

From the Ad Man to the Salespeople

Ignorance of Clerks as to Contents of Ads. Kills Many a Sale Already Mostly Made—Keeping Faith With Promise of Careless Clerk at 4 a.m. Sunday—How Advertising Might Become of Greater Advantage—Clever Talk by Detroit Man on Good Salesmanship.

DETROIT, June 15.—(Special).—Sometimes the ad. man gets mad and tells the clerk what he thinks of him, and the clerk retorts in kind. Sometimes he merely shrugs his shoulders and says, it is the way of clerks; sometimes he sits down and writes a nice, friendly, frank, illuminating letter that lets more ideas into the clerk's head than he ever dreamed of before. That is by putting up the real situation to him; getting him to see that it belonged mostly to the salesman to get good value out of the ads., and showing him instances of where he fell down in his duty to the store and the ad. man's work. The ad. man of Hickey's store did it this last way; did it nicely, without scolding; just a sort of confidential chat. He had often thought, he wrote, that he would like to invite them into his little sanctum sanctorum one by one for a brief but heart-to-heart talk about advertising. "It is not only the advertising man or the managers who should think of Hickey's advertising. You are an advertising man for Hickey's—advertising for or against this store—according to the character of service you render our patrons—even as you conduct yourself in public or among your friends."

The rest of his booklet is quite worth while reading. Here are some more extracts:

"Displeasing a customer, either through a clerk or a garment, is a bad ad. for Hickey's, he goes on. A favorable impression is a good ad.

Thousands of Dollars a Year.

"Hickey's spends hundreds of dollars every month to bring new patrons to the store—to win back old ones that have apparently drifted away, and to keep regular customers constantly informed of our offerings, that they may continue to come here. Advertisements are run every day—Saturdays and Sundays excepted. An extra price is paid to secure the very best position in the leading newspapers and experience of many years is made use of, in the planning and preparation of text and illustrations.

"Few of you realize the cost of the space used. Probably none of you have knowledge of the constant effort that is maintained to create confidence in Hickey's methods and Hickey's merchandise; to determine the best style of wording—the most effective argument—the proper attitude to assume—the principles and policies that should govern. This means that the consideration of what not to say—not to do, often takes more time—involves more thought, than is required otherwise.

To 1,750,000 Readers.

"Upwards of 350,000 copies of Detroit newspapers are circulated every day, carrying a Hickey advertisement (on the basis of newspaper claims) to over 1,750,000 readers. But unfortunately folks don't buy newspapers to read the 'advertisements.' They're after the news. Then, again, there are several hundred advertisements, big and little, that appear simultaneously with ours. Thus how to catch the eye—how to pull the reader away from the news columns—how to keep abreast, or a little ahead, of competitors—and how to so word propositions to the public, that they will not only interest, but influence a profitable percentage, is the problem that confronts the conscientious advertising man.

"The percentages of individuals that can be reached—interested by advertising sufficiently to bring them to the store, is very limited. It's only by constant reiteration of the store's claim—by a continuous expenditure of money and human effort—that the best results are obtained.

$15,000 to $20,000 Wasted.

"So, after all this outlay of cold cash and gray brain matter, it 'gets the goat' of the Hickey advertising man to pass your counter, and hear you tell a customer who has finally made up his mind that Hickey's is the place to go for haberdashery: 'Sorry, but I guess we haven't any black garters,' and the man who has possibly been impressed sufficiently to act, only after he has read our advertisements for a year or two—say about $15,000 or $20,000 worth of advertising—walks out.

"Personally, the advertising man is not affected. He will still be able to buy street car tickets and go to a picture show now and then; but being conscientious, and possessing a professional pride in advertising from a broad viewpoint, he is disgusted to see honest money and honest efforts wasted through your indifference or inexcusable ignorance.

"A mother has finally been sufficiently impressed by our repeated claims of the 'distinctiveness' of Hickey's clothes for children, to bring her boy here for his confirmation suit. The purchase is made on Wednesday. There are slight alterations to be made, but she is told there's ample time, and that the outfit will be delivered Friday. There's a hitch in the busheling room—the salesman neglects to charge his mind with the matter, and the suit fails to reach the delivery department until Saturday evening, and a careless chauffeur—finding it among undelivered packages late that night—chucks it into a bin in the garage, and goes off to 'slumberland and sweet dreams.'

Cry for Help at 4 a.m.

"All Saturday, and far into the night, an anxious mother impatiently awaits the arrival of the suit so necessary for her boy's confirmation at 7 a.m. the coming morning. Finally, in a highly-wrought state of mind, she seeks the phone and at 4 a.m. has the proprietor awakened at his home, miles away. With many apologies for disturbing him, she graphically outlines the situation—the importance of the matter to her—her boy—and others. The mental distress, the nervous strain endured, the almost hysterical condition of the speaker, was immediately realized as the voice came over the 'phone out of the darkness that early morning hour.

"With a quick authoritative assurance that some acceptable suit, if not the exact suit purchased, would positively reach her in time, and with an admonition 'not to worry another minute,' the 'chief' got busy. His son was quickly routed out of bed and instructed to hurry with the proprietor's car to the store, secure a suit, the size of which had been ascertained from the distracted mother, and to rush with it to her home—further, to take her and her boy to the church. The son 'made good,' but it was only the unusual effort made, and the fact that it was the proprietor himself, who was so ready to sacrifice his

own personal comfort to remedy a case of bad advertising, that saved that woman's patronage for the store.

Promising Impossible Deliveries.

In the line of delivery, some salespeople are prone to promise impossible things. You can't always get a purchase delivered five minutes after you bid the customer 'good-bye.' Cases have come to light where salesmen didn't even know the hours of delivery. Regular deliveries are at 9 a.m. and 2 p.m. except Saturdays, when there's an extra one at 6 p.m. Of course, 'special' can be arranged for when imperative, but this expense can be materially restricted, if proper effort is made. Not infrequently a customer will make several purchases in one department, and the salesman or wrapper, instead of seeing that they were all turned over to the delivery office in one lot, has been known to send them down at irregular intervals, resulting in extra handling and extra trips, and corresponding extra and unnecessary expense.

Three Separate 'Specials.'

"An illustration of how not to handle specials occurred this week. A gentleman purchased three articles. They were from different departments, but bought on the same floor, and all within a period of ten minutes. In each case he asked that the articles be sent 'special' to his office. Had each salesman seen to the prompt transference of his 'sale' to the delivery office, it would not have been necessary to have dispatched a boy to the Ford building three separate times that day. Delays on the part of salespeople, tailors, wrappers, almost invariably imposes an increased load or expense on the delivery system, through the extra effort that must be made to recover some of the time lost, or to placate an impatient customer, who is waiting.

'Rest Is Up To You.'

"Newspaper advertising alone can't sell merchandise—it can only interest people and bring them to the store. The rest of the programme is up to you—and the merchandise. Right advertising can help create confidence in a store's policy and its goods that will materially assist you in effecting sales—make it easier and quicker for you, but it's the style and price attractiveness of the articles shown and the degree of impression you make upon the customer's mind that counts.

"A knowledge, not only of your stocks, but of the process of making the materials—the method of different manufacturers—styles in vogue (not only in Detroit, but New York, in Paris, and in London. is most important. Know the why and wherefore about each and every article you handle. Let a little of this inside information crop out in a modest way while you are displaying a line, and it will create a feeling of confidence and regard in the mind of the shopper. It will be good advertising for you, as well as Hickey's. Help the advertising man to a hint, now and then, regarding a new 'slant' in a style, material, or color effect, and he will use it, and call you blessed.

Man Whom Ad. Man Welcomes.

"The department manager who trails the advertising man with suggestions—information about new and novel lines out of the ordinary descriptions—and constant appeals for space, will be made welcome as a friend who comes to pay a loan, long overdue, and his department will get 'boosted' upon every opportunity. That means, in due time, a 'boost' for the manager.

"But the manager who comes with his regular list of articles and prices, as entertaining as a last year's catalogue—barren of all human interest—lacking in descriptive or live news features—will be treated with the patience one accords a child who knows no better—even with that extra consideration one always extends to those who are made helpless by their infirmities or are grievously afflicted.

A GIANT PANAMA.

A STREET walker wearing a Panama hat that in proportions gave more the impression of a load of hay than a fashionable head covering, was a novel means of advertising the opening of the Summer hat season adopted by a Toronto house. The hat was correctly fashioned, but the size would have better suited the needs of the giants of mythology. It had the effect of one of the first essentials of modern advertising—attracting attention—for there were few people on the street in the vicinity of the man with the hat whose attention would not be attracted.

Where Information Can Be Secured.

"Reading of trade publications, interviews with traveling men, the public library, the daily newspapers, our own and competitors' advertisements, can assist you to much valuable information, not only about your own lines, but those in adjoining sections. There's always lots to learn. That's why there's always lots of room at the top.

Points You Should Know.

"Do you know how hats, gloves, collars, underwear garments are actually made? How are Stetson stiff hats made and of what? What do you know about the different hides and finished skins used for gloves, and if you are measuring a man who wants his shirt sleeves shortened, do you measure from the back to one-half an inch above the little knuckle, if stiff cuffs are to be attached; two and one-half inches for detached cuffs; one and one-half inches for soft cuffs? Do you know that an Arrow shirt has a higher neck slope than a Manhattan, and that on that account a portly man with a short neck, size 16 to 17, will generally be better pleased with the latter? Do you know why a straw hat should not be worn after sun down?

"How many clothing salesmen know the details that enter, first and last, into the production of a suit. What is a worsted, a cheviot, a serge, herringbone? Do you know the difference in workmanship between a soft roll coat and a pressed lapel?

How Many Stammer?

"If a customer should ask you for specified details, how many would stammer—get red in the face—and seek to indulge in 'glittering generalities?' Would you?

"But salesmanship, as well as advertising, is helped by news of interest, about the merchandise. Hickey's salesmen, Hickey's advertisements, need more of it. The public is inquisitive. It is human nature to be curious. Let's boycott such expressions as 'the best made,' the 'finest,' 'you can't do better anywhere,' and take advantage of customer's desire for information, and favor him with specific knowledge, regarding the merchandise in which he is interested.

"Loyalty at all times and in all places to the firm that employs you is good advertising. It makes a good impression, not only for those employing you and their business, but it makes a still more favorable impression regarding yourself with all right-thinking people; more especially with active, influential business men, whose good opinion counts—counts big, often, when and where yo uleast expect it.

Good Salesmanship.

"Salesmen who are courteous and attentive, regular in their habits, and who are constantly striving to acquire technical knowledge of the goods and make use of it—at the psychological moment—will enhance their sphere of usefulness, secure a higher plane of authority, and gain a reputation for acceptable, business-building service, that will in turn merit and receive compensating recognition.

"So you see, good salesmanship is good advertising—good advertising for you—good advertising for Hickey's.

"The Advertising Man."

Helping Sales by Well Dressed Men on Streets

Majority Will Follow the Few if These Can be Induced to Dress Well—Extreme Differences in Dressing in Near-by Towns—Some Make Reductions for Use of Goods—A Store's Best Advertisement.

Second of Series by J Willoughby

PUTTING it over—is an expression which in the vernacular of salesmanship has an eloquent meaning. Broadly it pithily expresses the problem which to-day is having the consideration of every manufacturer of men's clothes and every retailer who is interested in the development of his business. "Putting it over" is in slang the difference between clothing on store models and in show cases, and clothing on the street — what this difference means to the men's furnisher and to the manufacturer need not be dwelt upon. "Putting it over" is about ten per cent. in choosing styles that judgment says the stylish man should wear and ninety per cent. salesmanship.

WHERE WOMAN DIFFERS.

In the garden of Eden it was Eve who showed the first tendency to seek novelty and so far as style is concerned it has been Eve who ever since has sought for something different; Adam was tempted and fell, but the average salesman in a men's store will to-day affirm that Adams ever since have shown a disposition to require something more than temptation to get them to follow Eve's example. Modern woman wants style at any cost; it is the same in the big cities and in the small towns with a difference, of course, in the range of possibilities. You will see women wearing what is different with a fine disregard for taste or effect so long as it is new and stylish; you will see men—with the exception of some of the larger cities—wearing the same cut of clothes season after season with about as much regard for style as would be required in the purchase of overalls. Woman does not want a new suit or dress that will appear the same as anything she has had; man does not want a suit that will look different. This is the problem of the clothing manufacturer and of the salesman of men's clothes.

SACK WARDS OFF HUNGER.

In the past few years it must be admitted that there has been a greater tendency on the part of men to follow the dictates of fashion, but this in a large measure, so far as Canada is concerned, is confined to a few of the larger cities and to the about town men. So far as the trade in general is concerned the situation is about as summed up by a representative of one of the big Canadian clothing houses where an effort is made to put stylish models on the market. This authority stated that annually they started in on the new spring models with great enthusiasm; they designed the new stuff and wasted much steam on new models; they put their men on the road to get orders for the new lines and tried to press them on the trade —and then at the end of the season when the smoke had blown away they found that ninety per cent. energy had been spent on about ten per cent. trade."

"If it were not for the old three-button sack suit, ninety per cent. of the Canadian clothing manufacturers would starve," was the pointed statement of this maker of clothes.

This is not as it should be. The effect is very noticeable in such a season as the present when business in many lines has been quiet. The conclusion is that women who follow the styles are buying new goods; that men who are in that rut where style makes little difference to them are having the suit of last year cleaned up to do for another spell—and of course when the old suit goes on again there is not the necessity for tasteful details to go with it. It looks like a case of the man making the money and the woman spending it, as one manufacturer bluntly put it.

Getting men to wear the new styles—not necessarily the extreme fads, but the fashionable models, and keeping up to the style standards—is largely a question of salesmanship. It is not a question of objection to style that prevents sales to men, but that the average man has a marked reluctance to step ahead of his fellows. So far as style is concerned they go together like a flock of sheep—and the salesman of men's clothes should remember that as sheep follow the bell wether, so will one well dressed man encourage a following; the question is to get the leaders. In conservative communities the man who takes the step forward must look for considerable chaffing from his friends; usually this chaffing is because of a reluctance to follow an example which they inwardly feel to be correct.

THE FORCE OF EXAMPLE.

A man with an eye for good taste in men's dress can see a marked difference in the appearance of the men in two towns or cities a short distance apart. The effect of having several good dressers in a town is something remarkable. In one small place in Ontario there is one young man who is generally popular; he buys clothes which are well tailored and rather the extreme than otherwise. The effect is that other young men follow his example more or less and a stranger in that town will at once remark upon the fact that the men are uniformly well-dressed.

In every town there are up-to-date young men who are in touch with what is doing in the fashion centers. With the right kind of salesmanship they can be persuaded to take the leap and be well dressed, even if they are a little different. If a salesman can get a small circle of young men who will dress well he will find that one sale leads to another; that the influence of the few is felt by the many; that if there are a number of well-dressed men in the town it will have a marked effect on the appearance of the men in general. Naturally

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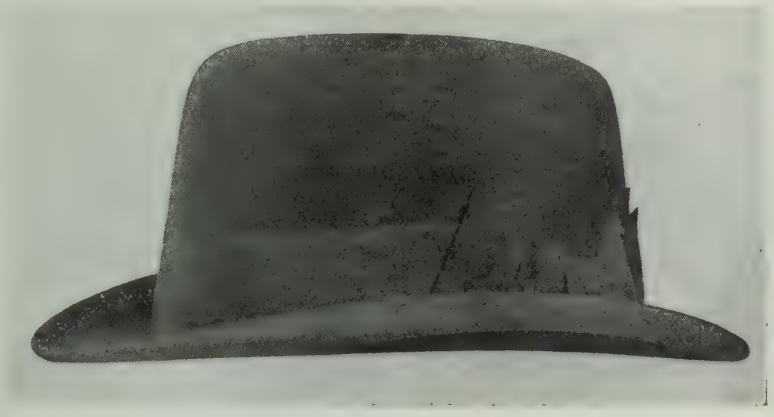
Hat Novelties Catch on Like Wildfire

Taper Crown Becomes One of Best Sellers in This Line—Success of New Styles Make Retailers Dubious About Fall—Contrasted Band Strong.

THERE has been nothing in several seasons of changing styles in men's wear that has more pointedly emphasized the tendency of the male to follow the dictates of fashion—without waiting for the other fellow—than the almost instant popularity this Spring of the straw sailor with the extremely high crown and pronounced taper. Almost unheralded, the hat appeared in Canadian style centers with the big spring displays, and since then it has taxed the retailers and the manufacturers to keep up with the demand. Of course, the more conservative styles constitute the bulk of the sales; but the high tapered crown presented one of the leading hat novelties of the season, and men are now taking to novelties in their dress. As a novelty it was stocked lightly by the men's furnishers, and so strong has been the demand that re-stocking has been done with difficulty.



Type of stiff hat popular for fall with high tapering brim.
—Courtesy of Mallory.

Up in the Air?

The new straw hat represents the whole tendency in men's hats—the popularity of the high tapered crown, which is so pronounced in the stylish silk models, seen to some extent in the new showings of stiff felts and having its effect on the soft models. In its immediate popularity the retailers and manufacturers alike see a new problem. As one dealer emphasized when asked as to what was coming for Fall: "How are the dealers to know definitely, when something new comes at the last minute and gets an immediate run?" On the other hand, however, it is very seldom that the range of style possibilities permits of a novelty for the eleventh hour.

The big seller of the straw hat season is the sennit sailor of three and a half inch crown, or a shade higher, and the two inch brim. This comes in a great variety of weaves, with the crown modified slightly from the heavy English effect, although the taper generally is so slight as not to be noticeable unless contrasted with the very straight crown. Some splits are worn, but they are very much in the minority. With this hat the narrower bands are being shown with a big variety of knots and bows, with the three-quarter tie in either a necktie or a butterfly design generally favored.

Panamas, as predicted by The Review, have not been so strong. Evidently the cheap ranges of the past couple of seasons have had that big selling effect which usually creates a change in style opinion. The models which are selling are with the drop brim and following to some extent the shapes of the soft felts. There are some of these shapes being shown in the soft straw, but they do not seem to have taken yet, and are possibilities for next season, in the opinion of the manufacturers.

With the new knots, fancy bands are not being very extensively worn this season, and about the only thing on which there is a run is the pugaree, which can be effectively worn with any model. In this there is a great variety of color effects, but the majority are in quiet colors.

Contrasting Colors for Fall.

Although it is still a little early to speak definitely of what public opinion may be with regard to Fall hats, all forecasts are for another season of popularity for the soft felt. The spice of variety will be introduced by some new blocks, but more by the introduction of the contrasting bands and bindings—where the latter are used.

One big firm of hatters is figuring that it is the turn for greys, and is stocking with a line of dark grey with a pearl ribbon, although, of course, other colors will be carried. The blue looks like a holder with popularity, and greens also should last with the novelty of the contrasting trimmings. One novelty seen is a green felt with blue trimmings.

In the felts the droop brim is expected to continue strong, and with it the high telescope crown; ribbons will be usually tied in the butterfly or the loose knot effect.

The general tendency of high, tapering crowns will have its effect on many of the Fall models for stiff felts—and the stiff felt will, of course, have a better run for Fall business. In fact, some of the dealers are rather looking for the stiff hat to gain a lap or so on the soft. In this hat the taper will, of course, be very much modified, and will be no more than a tendency; with it the brims will be narrow and well rolled.

SHEPHERD CHECK WINDOW.

Marshall Field & Company, Chicago, devoted a window to boys' clothing. There were six suits and two overcoats, all of which were in shepherd check. The coats were in larger checks than the suits.

OPENED IN ST. THOMAS.

Stirling Richardson, a former M. C. R. fireman and late engineer on the T. H. & B., Hamilton, is opening up a men's furnishing store at 687 Talbot street, opposite the new Y. M. C. A. building. Mr. Richardson is a son of Mr. and Mrs. W. H. Richardson, Hughes street, St. Thomas.

UNIQUE CLOTHING DEPARTMENT FOR BOYS.

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keep track of the boys' sizes, for he does not remember himself and the parent seldom does. The parent can usually decide whether the boy has sufficiently grown between times to wear a larger size, and can either duplicate the old order by mail or telephone or ask for a size larger. When communicating with the store a mention of the name of the boy or of the date when the purchase was made will be sufficient for identification in the card system.

Always Keeping a Novelty Hat Up Your Sleeve

Exclusive Hat Store in Hamilton Aims to be First to Show New Goods—Two Types of Windows—"Nothing But Hats" Kept Prominently Before the Public—Views on Advertising.

By Staff Correspondent.

HAMILTON, June 15.—"Nothing but hats."

The only exclusive hat store in Hamilton.

This is one of the claims that A. R. McMichael of 115 King street east, puts forth for the patronage of men.

"Nothing but hats," is the most prominent lettering outside his store, a small store; one would almost call it "tiny," but with a distinctive front, and it is repeated in the band of every hat.

Mr. McMichael had been a hat traveler for a dozen years, chiefly in Western Canada, and he had worked out a plan for his store and his business that he put into operation less than two months ago, in his own city. The location is farther east than most men's furnishing stores, but it has two big advantages: anyone coming out of the front entrance of the new Royal Connaught Hotel in this city, could walk on and enter "Nothing But Hats," across the street. And a few doors away is the terminal station and the Lyric Theatre.

On the whole a strategic point for a men's hat store.

The store, as has been said, is noticeably small. This does not mean cramped: there are larger stores that give this impression but not so this one. It is almost attractively small; you think of it as a sort of miniature, but, again, you do not feel crowded.

Only Eleven Feet Wide.

It is only 11 feet wide, and 28 feet deep. Off those 11 feet must be taken two on each side for the fixtures—cabinets for soft hats on one side and straws on the other. In the remaining seven feet, two small tables are set in the centre of the floor, for placing hats on when trying, or for a small trim. The principle of the hats in the cabinets is as a sample line; only one of each size and style for the customer to try; the reserve is at hand in boxes. But half a dozen, seven or eight can be looked after at one time: and this is pretty good business in the hat line.

Mr. McMichael's faith in his new venture is based mainly on his windows as a puller in of business. In one he keeps lines of $1, $1.50, $2, and $2.50 hats and in the other higher priced lines. That is, he is catering to all classes in the hat business.

His main aim, day by day, is to be able to show the latest novelty in hats and to show it first.

"I buy weekly," he told The Review. **"I always have some novelty stuff in there for people to talk about, but as soon as anyone else starts showing it, I take it out, and in goes something else that is newer. I always have something new up my sleeve."**

He prizes above all that one man meeting another shall say: "Did you see that new Ty Cobb hat in McMichael's window?"

First to Show New Lines.

This he holds to be the best kind of advertising; showing new goods first. Not that he despises staples, for, naturally, they form the bulk of his business, but he believes a certain distinction and prestige comes to the store that is first in showing the new goods, and few will be inclined to disagree with him. Certain arrangements with manufacturers will enable the men's furnisher to secure a sample of most of the new lines, if he is not afraid to risk selling the single sample in all these lines, as returns under such circumstances are usually refused.

Mr. McMichael told a story of a traveler who had just been in to see him with half a dozen lines of straws. He laughed, as he remarked, "Why, I've shown all those within the last couple of weeks." With this start he did not mind who bought them: he would not show them again, but bring out something new.

The two windows are well lighted. Small as they are, each has four 100-watt lights. The width in front is only 2 feet 10 inches, widening to 4 feet at the back, and the depth of each window is only five feet.

Panels in Colored Velour.

A very neat form of window decoration is used: two panels at the side in each covered with velour. In the one shown in this article, red and green are used, one for each panel, in the right hand window, and this drapes down and forms a covering for fixtures on which goods are placed, or to cover part of the floor towards the front. The left window in the picture, is unadorned, but often tango and purple are used over the panels to good effect, and extended in drapes. At another time an oyster pearl shade of felt was used to set off the darker hats.

Ads. on Sporting Pages.

In advertising the stores uses one ad. each week, in the Herald one Friday, in the "Spec." the next. The sporting pages are chosen as the best location, and Mr. McMichael arranges for a top of page position. He picked Friday as a day when the papers here make a special "spread" in sporting news.

His views on advertising are not exactly complimentary to newspapers. The ads. in the paper, he argues, make his name more or less familiar, so that when people pass his store, they may remark, "Oh, yes, that's the 'nothing but hats' store." He does not believe that many actual sales result from his newspaper publicity.

APPEAL IN GALT CLOSING CASE.

An appeal will be entered by W. J. McNaught & Son, of Galt, against a conviction and fine of $5 for keeping open after 7 p.m. The by-law will be attacked.

EARLY CLOSING IN THE WEST.

The stores in MacLeod, Alta., will close every Wednesday afternoon during June, July and August. Port Moody, B.C., storekeepers have agreed to close their places of business at 6.30 p.m., and observe all legal holidays. Many now close on Wednesdays at 1 p.m.

R. M. A. AT TRANSCONA.

A retail branch of the Merchants' Association, of Canada, has been organized at Transcona, Man. The officers appointed for the ensuing year are as follows: President Matt. Hall; vice-president, F. J. Lozo; treasurer, Mayor Watt; secretary, J. L. Brown. The executive committee consists of C. Kovnats, chairman, and H. Wilson, Alex. Gray, B. C. Higgins and Reg. Coulson.

Attractive store front of the exclusive hat store of A. R. McMichael on King street East, Hamilton. The tile squares below the windows are in green and fit in well with the copper sashes, while the mosiac pavement gives a classy touch to the entrance.

The windows in the front are less than 3 feet wide, the whole width of the store being only 11 feet.

HELPING SALES BY WELL DRESSED MEN ON STREETS.

(Continued from page 64.)

where the appearance of one man leads to interest in another logical conclusion is that the second sale will be made by the same store.

I have it from a man well up in the clothing business that there are weill dressed men in the larger cities who get their clothes practically at cost; these tailors realize the importance of the influence of having their clothes on men who have reputations for being well-dressed; they say that it is the best kind of advertising they could have. In how far this is true would be hard to say, but it gives an idea of how exclusive tailors recognize the importance of having their handiwork well displayed on the street.

Would the retailer of men's clothes not be justified, and would be not find it would mean business to him to take radical steps to have the new styles displayed in his town? I have talked with men in the business who believe that the giving away of a couple of new models at the right season—or a big reduction—to men who will appear well in them and who generally are good dressers, would be an impelling influence in the sale of dressy clothing; in this the co-operation of the manufacturer might be secured so far as the expense would be concerned.

Talk Style to Patrons.

However, in most cases it will be found that a style talk, if the subject is rightly handled and if the salesman has studied his customer as he should, will find an interested listener. There are men who will wear stylish clothing if they can be talked into it—and often they like to be talked into it; they would like to be well dressed, but are a little shy about being ahead of the mob. Style reports from the larger centers can be put to excellent use; it can be pointed out what the people elsewhere are wearing and what is correct. Photographs can be shown of men, well dressed, as they actually appear on the city streets and boulevards.

To convince the would-be suit purchaser that what appears to him to be extreme is what will be generally worn before he has had a great deal of wear out of the suit; that he is only keeping pace with fashion and not ahead of it in keeping in step with the cities rather than remaining in the rut of his own community—these are the fine points of salesmanship, the question of price in selling clothing to the better patrons should be kept in the background rather than being made the basis of the sale.

There will be found exceptions—in fact, in some stores the exceptions will not prove the rule but constitute it. With some classes of trade the sale of the suit is largely a question of price, but there are no branches of the business in which the influence of a number of well-dressed men on the streets will not be felt to some degree. Then there are men who go into a store and want a suit; they know what they want or think they do, and are bound to have it. This is the kind of man to give what he asks for—if in two months he is complaining that he was sold something that is not in style, he will probably be more approachable in the future.

Selling clothing that is in style can be effected by studying the patrons of the store; by picking out the men who have taste and showing them what they should wear and what men in other places are wearing, and by showing that what appears novel at the time will be the "usual thing" in a couple of months. This is salesmanship in clothes—and keep in mind that every stylish suit on the street of a city, town or village is the best advertisement that the store could have.

Whole side of Stollery store divided into display compartments.

Street Car Ads Supplement Windows

Experiment in Making Stollery Ties Familiar to Section in Northern District of Toronto—Tasty Dress Chart Issued to "Blue Book" List.

WINDOW displays have been one of the outstanding features of the Stollery store for men at the corner of Yonge and Bloor streets, Toronto. The windows bear a direct relation to the importance of the corner, which, with the crossing of the Belt line, is one of the most important transfer points on the Toronto Railway system.

Carrying a line of the highest class of men's furnishings, with all the novelties that can be found in the downtown stores—or others just as up-to-date—Mr. Stollery has for twelve years been diverting a goodly share of the high class trade of north Toronto from the downtown section. For three years he has been doing it in one of the most modern and richly fitted stores of the kind in Canada. The windows illustrated have been an important factor.

With the commanding corner position a glass front is permitted on the full width and depth of the premises. That good advantage has been taken of this can be appreciated from the photograph reproduced. There is at once a rich impression obtained from the Circassian walnut background, which follows the modern idea of being set close enough to the glass to put every article displayed prominently before the eye. Modern ideas in window dressing are found, too, in the partitions used to separate the displays which are strongly on the unit plan.

The idea of catching trade from the street railway influence is emphasized by street car advertising. For a year cars have been used in this manner on the systems in the north end and, in addition to attracting attention to north-end business, "Stollery Ties" is what catches the eye of the passenger—and neckwear is one of the strongest selling lines which the store carries.

WHAT TO WEAR.

Few men consider that they have time to inquire closely into the finer shadings of correct form in dress. They know in a general way what is proper for business wear and they can dress in a manner that will not excite comment on formal occasions, but of the wide diversity of choice permitted by the prevailing styles in men's apparel and the possibilities of achieving distinction in dress without violating good taste, their knowledge is ofttimes limited.

This little booklet will be of assistance in pointing out what garments and dress accessories are most favored for different occasions. It is based on what the leading fashion authorities recommend, and will clear up points about dress that frequently perplex the average man.

To be well dressed calls for an intelligent selection of those garments that usage prescribes, so the following pages will be a valuable guide to the proper selection of your wardrobe.

Form of announcement used as an introduction to the dress chart issued by Stollery.

An Artistic Dress Chart.

A very exclusive advertising feature of the store is a richly designed dress chart, which is sent out to many of the residents of the north end of the city. For his list of some eight hundred names, Mr. Stollery consulted the Blue Book, which is represented to contain the names of Toronto's Four Hundred—and some others. This was found to be one of the best advertising features the store ever tried. Printed in red on champagne colored paper, the chart was in booklet form with a cover of heavier material of the same color showing the crest of the establishment, a deer head above a scroll with the name "Stollery," embossed in gold.

Unique features which were installed in this store and have been found to be successful are: A shirt cabinet for samples which are shown to the public while purchases are taken from the stocks; cabinet with drawers for ties in addition to what can be displayed on stands; glass fronted boxes for handling gloves which give the customer a chance to aid the clerk in color selection.

DEATH OF SILK MERCHANT.

James Brophy, of James Brophy & Son, silk merchants, Montreal, died of heart failure at the St. Louis Hotel, Quebec, June 11. The body was taken to Montreal for burial.

KANT KRACK Coated Linen Collars

a clean one every day for two cents a week

That's all it costs your customer (the 25c he pays for a Kant-Krack collar) to have a snowy-white collar all the year round. No longer necessary to pay the laundryman two cents a day, or 14 cents a week, to have a clean collar, when with a few rubs with a dampened sponge will make a Kant-Krack as clean as new.
And the flexible lip and long slit over the back buttonhole ensures long year and general satisfaction. Made in a size and style to suit any customer.

Made in Canada in "One grade only and that the best"
Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

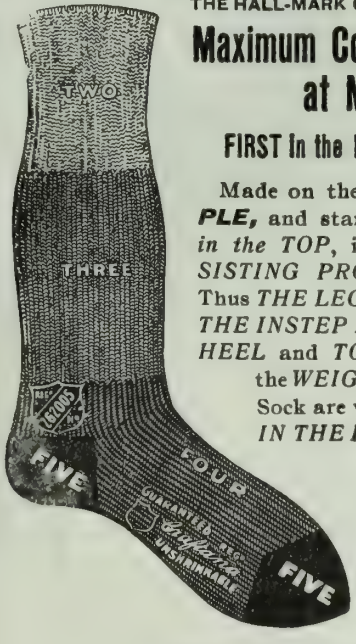
Lion Brand Clothes
stand the wear

Lion Brand Clothes for boys have features embodied in them that make them by far the best value on the market to-day. The principal one is the double seat, double knees and double elbows that give each suit double life. Consider the satisfaction this gives to the parents—satisfaction that's sure to bring them back for the next suit.
Give Lion Brand Clothes a place in your store. It will be a good investment. *Write for samples to-day.*

The Jackson Mfg. Company
CLINTON, ONT.
Factories at :— Clinton, Goderich, Exeter, Zurich

"Craftana"

THE HALL-MARK OF Registered No. 262,005



Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Hockey Player's Philosophy Brings Trade

Riley Hern, One of Best Goal Tenders in World, Does Thriving Business in Montreal—Quaint Talks Through Sporting Pages.

By Staff Correspondent.

Riley Hern says:

"An authority on advertising once told me to beware of humor in advertising. Most people had a poor sense of humor and were apt to be painfully silly when they thought they were witty. Still, the painfully serious man is always a bore. I never try to be witty. I am always cheerful.

"And most folks would be cheerful if they lived midst a riot of good clothes. I have a wholesome admiration for the artists who tailor the Semi-ready garments. They take pride and pains in every production. You see it."

The Semi-ready Store,
505 St. Catherine Street West.

MONTREAL, June 16.—The above is characteristic of the advertising of Riley Hern, proprietor of the Semi-Ready Store, corner of Peel and St. Catherine streets, Montreal. These advertisements occupy the lower right hand corner of the sporting page in the daily newspapers and they have come to be regarded as a daily feature. The ads which vary in length from 1½ to about eight or ten inches, and are 1 col. in width, always start off the same way, "Riley Hern says:—" and then go on to introduce some live topic of interest, some bit of philosophy, or a bright, catchy item of some sort in which can be incorporated a few selling ideas for the particular brand of clothing he is handling.

Wanderers' Best Goal Keeper.

Riley Hern has a national reputation among the followers of sport. In hockey circles he is looked upon as the greatest goal tender the famed Wanderers ever had. For six years, from 1906 to 1911 he was the big man on the defence for the club and when he retired he was made official referee of the National Hockey Association.

The same resourcefulness and headwork that won success for him in the great winter game is winning for him in the game of commerce. His great popularity in sporting circles is coining money for him in his business venture. In talking with a representative of The Review he said there was no doubt that much of his success could be traced to his connection with sport.

Must Have Good Goods.

He was rather inclined to shun an interview on this point but agreed that a large part of the business he was doing came through the fact that he was well known to the lovers of sports, though he was equally emphatic in pointing out that it was necessary to have the right class of goods, something dependable, if the business was to be retained. Many men come to the store though, because it is Riley Hern's, the famous hockey player's, and having been well pleased with the service they received they come again for the double reason that they get good goods and because Riley Hern is a good sport.

Started in Stratford.

Riley started in the clothing business a good many years ago in his home town, Stratford, Ont. He came to Montreal in November, 1906, at the time he signed with the Wanderers, and when he wasn't playing hockey he worked in the Semi-Ready Store of McLean & Campbell, on St. Catherine St. In May, 1908 he started in business for himself in a small store on Dorchester street, for which he paid a rental of $25 a month. He is paying considerably more than that per day for his present store. In July, 1909, he took over a larger store on St. Catherine street, west of Peel street, and last year he moved to the present stand which is generally conceded to be one of the best locations in Montreal.

Clothing Best at Back.

The present store is run in conjunction with the R. J. Tooke stores. The front portion of the store is devoted to R. J. Tooke furnishings and the rear half is occupied with modern wardrobes and fixtures for handling men's clothing. The store has a high ceiling, with massive pillars and a balcony across the rear in which the offices and dressing rooms are located and the visitor is at once impressed with the air of distinction and refinement. Mr. Hern handles only the clothing end of the business. The furnishings are under the direction of a separate management.

When asked if this division of control worked out satisfactorily, Mr. Hern said they had found it so. Most people will not buy clothing at the front of a store. They want the seclusion afforded at the rear, where they are not interrupted. The window space is divided between the two departments and each looks after its own portion.

Mr. Hern says he has found his method of advertising brings good results. He frequently gets letters, from people in the city and from outside, in reply to them. Some of these letters deal with some of the statements or comments he has made and quite often a real gem is received. The ads. are certainly read by many people for frequent reference to some matter contained in them is heard.

SAMPLES OF THE ADS.

Riley Hern says:

"One of the fatuous little men who never could see, never would see, never will see good in any new thing, stood at my window the other day and said to his friend:

" 'I wonder who makes those window show garments for that store.'

"The dear little rooster! You've seen him, but you know how scarce he's getting.

"Everything inside a Semi-ready store is as good as you see in the show windows."

The Semi-ready Store,
505-507 St. Catherine, Cor. Peel.

Riley Hern says:

"Is it the cost of high living?

"Or is it the high cost of living?

"Ask Andy Carnegie—for Andy will talk on anything whether he knows it or not.

"In Canada we have reached a period of achievement where we can afford to pick and choose.

"To be sure we have earned the refinements in material, workmanship and design which is embodied in such high products as Semi-ready tailoring.

"The best is none too good for we who have emerged from the bushwhacking days of yore—yes, yore sounds poetical and masterful."

Riley Hern says:

"If you pay $25 or less to your custom tailor for a suit of clothes he does not spend as much in direct labor as we pay for the making of a good coat; the cheaper tailoring is simply 'slapped' together in the fashion of some brand of ready-mades.

"It's silly sensitiveness for a man to hate to confess that his suit was Semi-ready tailoring — plain ridiculous, for Semi-ready has greater prestige to-day than ordinary retail tailoring.

"The retail tailor-made overcoat is practically dead, and the analogy between the tailoring of an overcoat and a suit is certain."

Fair Profits—Steady Business
Imperial Pure Wool Underwear

For Years the Standard of the Canadian Underwear Trade

After all the good, steady, profit-producing trade is the one that puts the dollars on the right side of your bank account.

When a garment of Imperial is purchased you have the satisfaction of knowing that your customer will return later for more.

"Imperial" is comfortable, retains its shape, and wears much longer than the ordinary kind.

If your men's department is lacking underwear vim it should be stocked without delay with Imperial. Dealers throughout Canada are reaping the benefit of our 34 years of experience in the underwear business in the form of a good annual profit.

Ask your wholesaler to supply you with samples.

Kingston Hosiery Co.

Established 1880

KINGSTON, ONTARIO

Learn to Write Show Cards

By the Edwards Short-Cut System

—the simplest method and livest instruction ever offered proven a success by young men who have made good. Personal instruction by the author.

Handsome two-color prospectus, which tells all about it, sent upon request.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO **Mention this paper**

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

We do not sell the consumer

Haugh BRAND

White Duck Clothing

Get in a stock of these popular, quick-selling Haugh Brand garments that are wrapped up in individual dust-proof packages.

Motor Coats

No. 172	$19.00
No. 173	$19.00
No. 174	$20.00

Lustre Coats

No. 701 Black	$16.00
No. 703 Black	$13.00
No. 710 Grey	$20.00

Duck Pants

No. 100	$9.00
No. 101	$10.50
No. 103	$12.00

Immediate Shipment.

Defiance Mfg. Co., Ltd.

College and Bathurst Sts., Toronto

Odd Twists and Fancies in Men's Fashions

THAT IT WILL DISPLAY as many goods as an eight foot case, is the claim made for a new cabinet, two feet square by forty-six inches high, which has been patented in the United States. The cabinet has five doors, one at the top and one on each of the four sides, and each door has a display tray attached to the back of the frame in which small articles can be shown. Behind the doors the cabinet is filled with drawers in the usual way. The cabinet is mounted so as to revolve.

* * *

A SUMMER NOVELTY in men's jewelry is a belt chain. This is attached to the belt with a ready catch clasp and a short chain permits the watch to be carried in the pocket usually placed in the trousers at the waist on the right side.

* * *

A DINNER JACKET seen recently in England was finished in an unusual style. The lapels rolled all the way down the front and with the general tendency for soft lapels this design may become general.

* * *

THE ACCOMPANYING CUT shows a new summer outing shirt which may be worn with a high, soft collar effect, or a V neck opening, as illustrated, or it can be buttoned up a little higher where the buttonholes show, and give the same effect as the regular lay-down soft collar. It is very well adapted for golf, tennis and all outdoor sports, and is said to be having a big sale at present. This shirt is shown by several Toronto dealers.

* * *

A NOVELTY IN an "eggshell" lining for straw hats has been introduced this season by a prominent firm of London hatters. The name is an apt one and descriptive, the lining of their white satin finish "boaters" being egg-shaped. A perforated space between the hat leather and the straw allows the air to enter freely between straw and lining, and the air space there is considerable by reason of the unusual shape of the latter.

* * *

A NEW SHADE which might be called "sand" has made its appearance in the stylish shops of Bond Street, London, and promises to be one of the smart things of the season. Some shirts of this material are worn with the long-pointed collar of the same shade of material and with it a black or dark blue cravat looks exceedingly well.

* * *

CHAMOIS GLOVES ARE POPULAR in England. A swagger thing is in a very light shade, not so yellow as the usual thing, and bound with tan leather with a fastening of white pearl.

* * *

WHITE SOX for men seem to have a doubtful career, although they were looked for as the big seller this season. The demand for plain white seems to be veering slightly in favor of a light shade of tango.

* * *

A LOW CUT STIFF COLLAR with the widely rounded corners and made with the same stripe as the shirt – heavy and light stripes of blue—is one of the latest effects worn by a Toronto haberdasher.

UNDERCLOTHING IN NET AND SILK with a white ground with horizontal stripes of various colors has made its appearance in the fashion centers.

* * *

NEW COLLARS are being shown in London which overcome the problem of wearing large ties under the tabs or of stretching the tabs open with an uncomfortable effect to the wearer. These collars are so cut that when in position there is an oval or diamond shaped opening for the tie knot, the points coming together again at the bottom. The effect is similar to that produced with the soft collar where the tabs are held together with a bar pin.

* * *

A BIRMINGHAM SHIRTMAKER has introduced a shirt with a rainbow stripe. The stripe is the actual rainbow effect commencing in a dark blue and shading through to a light yellow with the different colors shading one into the other without being definitely shown.

* * *

THE BALMACANAW is the latest in mackinaws, and, as the name implies, it is a Balmacaan model in mackinaw cloth. It is reported to have made a big hit in New York and a number of other cities.

* * *

PATCH POCKETS AND CUFFS are being generally shown for the Fall coats, but the belt is weak, except with the Ulsters; pleated backs, too, seem to be on the wane of popularity.

* * *

FANCY VESTS ARE PASSE in the opinion of the fashionable tailors, and practically no models are being shown.

* * *

THE BUYER of a leading overcoat house reports that he is stocking strong with Harris tweeds for the Fall business.

* * *

A FALL COAT which is built after the Balmacaan model, but with a more pronounced flare, will be seen on some smart men this Fall. It will have a new name.

* * *

A FEATURE OF THE NECKWEAR trade of the season is the reviving strength of batwings, which are meeting with a popularity remarkable in Canada, according to a leading haberdasher. A big variety of polka dots and foulards are shown, with some stripes in occasional designs.

* * *

A PATENT ON A NEW BELT has been secured by A. Hoffman, Montreal, the object of which is to enhance the appearance of trousers, particularly outing trousers, at the waist line and to save the loss and displacement of the belt. It is formed of two pieces permanently secured to the trousers, buckling in front and having the tightening arrangement in the rear. It is buttoned without causing any fold at the waist and is a novelty which is claimed to be extremely effective.

* * *

SOMETHING NEW in sleeping attire is the Brighton "Pajunion" which is a one-piece garment. The effect produced, however, is that of a well-made, two-piece suit of pyjamas, and there is an imitation belt, pleated back and turned up trouser ends.

What the King Wore at the Paris Races

An Intimate View of the Apparel of His Majesty at the Big French Social Event—The Perfect Frock Coat Costume—Prince of Wales Shows Quiet Tendency in Dress, While Prince Albert is a Fashion Plate for New Creations.

MEN who are followers of fashion now that styles in men's clothing originate in London. This is a wide statement, but, generally speaking, it is the whole truth. There may be modifications, and in this country there may be American or Canadian adaptations, but it is in London that styles for men are born.

In England, prominent men—or perhaps it would be more correct to say their tailors—have the faculty of designing the distinctive clothing. They do not follow the styles; they make them, and in many cases make them to suit themselves. Some of these styles will remain distinctive with the individual, while others will become generally popular. It is then of interest to note what the prominent personages of England are wearing, and, when the opportunity affords, to glance at the apparel of the first gentleman of the Empire—King George.

On his previous visit to France, King George was very much in the social as well as the official limelight. While on the majority of occasions his Majesty wore either the uniform of the High Admiral of the Navy or that of Field Marshal, but when he visited the races there was an opportunity to study him in "mufti."

On the morning of the great race King George visited the English Hospital and the English exposition of decorative arts. He wore a black frock coat, unbuttoned, and lined with silk, with a buttonhole of violets.

At the races his Majesty had on a frock coat of medium dark gray worsted. The collar of the coat was very long and the notch of the lapel was horizontal, and placed even with the middle of the armhole. The wide lapels fell in a soft roll to a point a little lower than the waistline. They were half faced with black silk. The body of the coat was decidedly form-fitting, and there was a vertical seam between the edge and the two buttons of gray mohair silk. His Majesty did not carry a handkerchief in his breast pocket, which was cut at the height of the armhole. The skirt of the coat was rather ample, extending to the knee. The sleeves were of medium width, terminating in a false cuff, stitched, and opening at the side, this opening being fastened by three buttons.

The vest was double-breasted in form, the bottom terminating in a rounded point, and not notched. Both it and the trousers were of material similar to the coat, the latter being wide at the top and gradually narrowing toward the bottom. A slip of white pique was worn at the vest opening.

The silk hat which was worn with the costume had a rim turned up high on the sides and narrow and long in front and behind. The collar of linen was of medium height, and turned over, with rather a decided opening and rounded corners. With the collar was a silk cravat in deep blue silk, fastened with a gold ornament and spread out below. The shirt front was of white and sky blue, striped in equal widths. White chamois gloves with black stitching, shoes of glazed kid, and a cane of rosewood with a curved handle completed a perfect costume.

How the Princes Dress.

The British monarch is usually looked upon as a creator of style; what he wears has a wide influence. It is interesting then to give some attention to the tendency in clothing of the Prince of Wales. The outstanding feature of the apparel of the Prince is simplicity and sedateness. He goes in for dark materials, and usually the only departure that he makes from the strictly conventional is a soft collar at a sporting event.

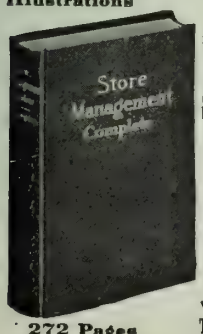
Prince Albert, on the other hand, takes his position with much less gravity and is a lively young man, whose ideas of life are evidently to some extent exemplified in his apparel. He is showing decided taste where men's clothes are worn and goes in for the latest colors and designs.

ONE STRAW HAT IN WINDOW.

An effective window display in which the whole attention was centred on one straw hat was attraction sufficient to attract a considerable crowd in London. The window was a large one and the lone hat rested on a cane, the latter being on a table in the centre. On the table also appeared an inkstand and pen and a handwritten letter describing the hat. The floor, roof and sides of the window were entirely draped in black velvet against which the display stood out most emphatically.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

WANTED
First-class salesmen
for
Shirts, Collars and Men's Furnishing Goods
wanted for Spring, 1915

Territory: Northwest.
Territory: Maritime Provinces.
None but experienced in above lines, with a clean record, and good references considered. Address application with terms to—

SANDOR WEISZ,
220 Fifth Avenue, New York City

Soft Collars Are Out This Season

English Tailored Clothing and the Fashion of Wearing the Vest in the Hot Weather Have Had Effect—Large Ties Demand Open Collars—Linen Must be Worn With Pleated Fronts.

THE whole tendency in collars is and will be for shapes and designs which will permit of the comfortable wearing of the large ties now so generally fashionable and which will at the same time permit of generous four-in-hand knots. The large tie has brought about a complete change from the close-fitting turnover, which worn with the narrow tie, created the impression usually of a cravat without a knot at all, and to-day there is not only a call for new designs in turnovers, but the wing is returning to a goodly share of popularity, being worn in some cases with puff ties and making a good appearance with other large shapes.

Three Popular Styles.

There are three designs which appear to be the leaders. The round corner turnover, despite the fact that it has had considerable run, is still very strong and is being worn in varying heights with the two-inch as the standard.

The long-point collar is proving strong for Summer, as it permits of reduced height with a generous display of linen and with the hot weather the vent is being enlarged to permit of further reductions in the height under the chin.

This is being varied by the turnover with vertical pointed corners where the wide vent is given by setting the edges some distance apart and making a V in the back wall of the collar. This last style seems likely to have a strong run for Fall. Wing collars will also come stronger for the cool season.

For the Summer trade there are a number of novelties in the shape of stiff collars with the same design running through them as seen in the shirt, and one of the latest things is a design with a tinted background and a stripe running round the full length of the outer band. There is a strong demand for the madras figures effects for the Summer business.

Soft Collar Passe.

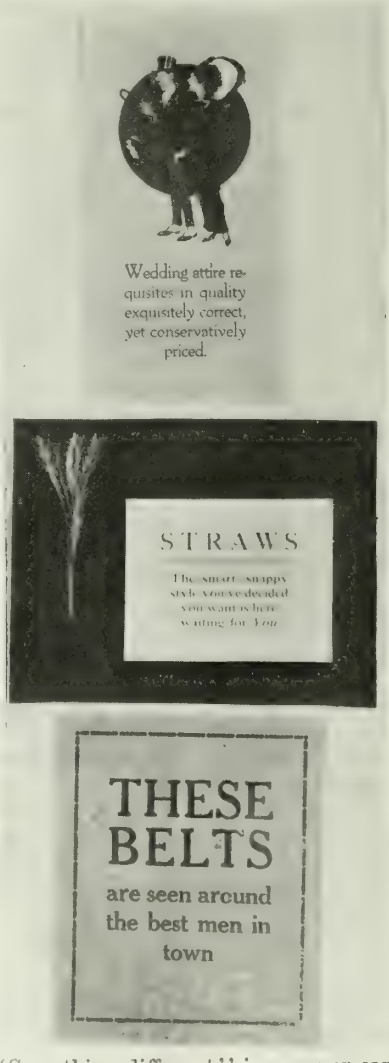
But few soft collars are being worn and it is quite evidently a season of linen, so far as the decoration of the shirt-band is concerned. After the big run on the soft collar last year there has been a distinct change and on this point there was a big difference of opinion with the manufacturers at the close of last season. The linen collar is distinctly the proper thing with the close-fitting English tailored suits, and particularly so as the tendency with the form-fitting clothing is to wear the vest throughout the Summer, and a negligee collar does not go well with the high-cut waistcoat.

The soft collar went well with the generously tailored garments and the vestless Summer fashion, but it will not fit in with the present styles, and looks particularly incongruous with the pleated front shirts which are so popular.

Many purchasers of shirts with soft collars have been made on the strength of the selling feature of the combination, and some merchants are this season finding it advisable to keep the soft collar in the background, so as not to give the impression of an out-of-date style.

Stop Use of "Balmacaan"

Kenneth Durward, Originator of the Loose Cover-All Coat Now in United States Investigating His Rights to Take Action Against American Manufacturers Using the English Name.


Wedding attire requisites in quality exquisitely correct, yet conservatively priced.
STRAWS
THESE BELTS
are seen around the best men in town

"Something different" in summer cards, with reading matter printed. The "straws" card has a realistic sample of the dried article attached to the side. The wording of these cards is catchy, although the first is slightly cumbersome. Courtesy of Semi-Ready.

THE opinion was expressed in The Review in the last issue that the popularity of the Balmacaan coat was on the wane. This opinion was based not on the idea that the style had been killed—although it is not likely to take generally with Canadians—but that the coat had so quickly been put on the market in the cheaper grades that the name would not last with good dressers. Already many modifications of the style are being advertised under new names, although the names like the style are usually to be identified with the original.

Now has arisen a more impelling reason for dropping the name "Balmacaan." Kenneth Durward, of Ulster House, London, England, who was mentioned by The Review as the man who originated the Balmacaan many years ago, and who had the name registered in England, is in the United States making an investigation to determine whether or not he can maintain legal action for damages against manufacturers on this side of the water. He believes that manufacturers using the name in connection with their garments are violating the rights of his trade mark; but there is a weakness apparent in this contention, because the name was not registered in the United States. Manufacturers who have been using the name believe there is no ground for action.

Many coatmakers throughout the States who have been advertising Balmacaans have received letters from Mr. Durward's solicitors to the effect that they must immediately cease using the name, except under Mr. Durward's authority.

Tried to Register Name.

It is understood that the course which has been taken by Mr. Durward was directly caused by the advertising of the firm of Samuel W. Peck & Co., who made an announcement warning other dealers that they must not make use of the term Balmacaan, on the ground that it had been registered by them in the United States patents office. However, the patents office explains that this was not a registration of the word name, but of a label showing a young man wearing a mackintosh and holding a staff, on which the name Balmacaan appeared, and that the registration applied to the artistic features.

Whatever the effect of the action of Mr. Durward may be, it is to be noted that in the United States there is still a lot of advertising in which the word Balmacaan is used, although such modifications as "Philmacaan" are noted.

Norfolks for Boys

Predicted That They Will Have a Run For Fall in Preference to the Double-Breasted Style—Balmacaans For Little Men.

THE modern idea in a clothing store or in the clothing department is to draw a line between the showing for men and for boys. For this there is a reason. To-day there is almost as much need for attention to the details of style and design in the making of the wearing apparel of the rising generation as there is for the grown-up—but the point is that the same styles do not necessarily follow. A boy's suit is no longer a reduced model of the man's—at least until he attains the age of extended trousers.

While there has been a distinct favoritism shown for several seasons for the single-breasted coat for men, coupled with the close form-fitting tailored effect, the boy has been wearing double-breasted designs. For the Fall it is predicted that there will be a popular demand on the part of boys for Norfolk suits in grays and blues and some stores are stocking lines of this design.

For the Summer business well designed suits of serges in plain white or white with a light stripe are shown and they cover a big range of sizes. The serge will generally be found more serviceable than the white flannel.

A popular coat with the boy to-day is the Balmacaan model which has been taken up strongly by some houses catering to boys. It is made in all sizes and shows the tendency to cater to the style ideas of the little man just as is done for his father or big brother.

Uniform Series of Men's Wear Cards

An attractive series of uniform window cards, with the price feature as strong as the merchandise. The larger cards are sufficient, one in a window, the smaller could be used two or even three at a time, so closely is the style of the one followed in the others.

The color scheme is carried out with a white card mounted on purple and white lettering with purple air brush shading. The cross stripes at the top and the H. P. (Hickey & Pascoe) monogram are also carried out in purple.

The large lettering on the left hand card at the top is brush-stroke script; as is the "Silk Scarfs" card on the lower row. The balance of the display lettering is in brush-stroke Roman style with readers of straight and slant pen Roman. The monogram idea is used with good effect in men's wear in exclusive stores.

These cards were not prepared for sales, but for showings of new goods, where it was thought best to make the price prominent.

Coming and Going in Neckwear

The Wash Tie Has Gone Out With the Soft Collar—Roman Stripes Having an Inning—Softer Tone Combinations in Weird Patterns Are Coming—The Futurist Influence.

THE haberdasher who is displaying a line of neckwear with Roman stripe effects can have the satisfaction for himself—and can pass it on to his patrons—that he is in step with the men's furnishers in Paris; and it is from Paris that most of the novelties in neckwear come. Roman stripes are the thing for a season; that is if any one design or coloring, or combination of designs or colorings can nowadays be said to be the thing in neckwear for a season or even a shorter period.

The Roman stripes come in many highly-colored combinations, the narrow contrasts being most favored, but they are distinct from the Bulgarian stripes. Then there are other stripes and the English Oxford effects are having a good sale, the colors being very bright and combined in sharp contrasts although navy blue and white, and black and white effects are in good taste.

But while the stripes are having an inning just at present they have not got the field to themselves to any extent. The male can walk into any of the many stores he may encounter and be shown something different in each and still be looking at stylish stuff all the time. Styles in neckwear to-day, so far as the individual is concerned depend to a large extent upon the taste of the store buyer and the buyer in making his selection has to look over a collection of samples which would do credit to the inventive brain of a gold cure graduate.

Wash Neckwear Dead.

One point is very emphatic, however, and that is that the demand for color in neckwear has killed off the demand for the wash necktie. In the seasons when the negligee shirt was worn without the vest and when the soft collar and the close-fitting linen neckgear were the vogue the wash tie flourished. But now there is a difference. The pleated shirt is coming in strong and with it the vest is usually worn, especially with the form-fitting clothing, and there is not the demand for the wash tie; then, too, there are the wide-open collar and the general popularity of large ties to change the trend of fashion. The soft collar has gone and with it the wash tie. For outings, of course, both will remain popular, but for street wear they are little in evidence.

While there is an unlimited range of colorings in the cravats, in shape there is certainly a predominance of the large four-in-hand which are so worn as to practically fill the small vents of the tight-fitting vests. With the coming of the wing collar there has been some demand for the puff tie, but this is exceptional, and a much stronger novelty is the bow tie which comes in polka dots, stripes and figured patterns in a great variety of colors and usually large in shape.

Cravat in futurist design. Late importation by Bilton Bros., Toronto showing tendency for large figures.

No. 3.—Solid color with Swiss embroidered figure said to show tendency for quieter effects. Carter & Holmes, Chicago.

Buying for the Fall business shows some new tendencies and from some quarters there is the prediction for much quieter colors. But while there may be a softening in some of the color-combinations there appears to be a tendency to introduce some almost weird designs. Scroll effects in rich deep colors, in which the figuring might be described as serpentine, and in which the patterns weave one into the other in a manner which is bewildering at close range, will replace the stocks of figured and definite patterned neckwear now shown. These are the richest of silks and will come at a very high price, the flag end being of unusual width.

The post impressionist and futurist schools of art will have a marked effect in some of the designs, in fact this tendency is more or less general and the pattern silks which have been described evidently found birth in these advanced ideas, although as a usual thing the futurist designs will be in large designs but with the pattern distinct.

Colorings have a tendency for getting darker and properly so with such rich combinations which would not be possible in the lighter shades. Those who advocate more quiet effects point to some new lines of two-tone materials in which two quiet colors are used in equal proportions with the division running almost vertically through the scarf end. Another novelty is of solid color with embroidered spots.

NEW GAMES.

To the long list of games two new ones are added this season—one is the Grand Auto Race and the other is called Cortilla. Both these games resemble Parcheesi in being played with dice, only they are more exciting than the well-known game.

HALF HOLIDAY AT PRESTON.

In addition to the list published in last issue, the dry goods and men's furnishing stores of Preston, Ont., observe a Thursday half holiday.

STOLE TWELVE NEW SUITS.

Burglars entered the store of B. McGolrick, tailor, Port Arthur, and stole twelve new suits.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted. white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best. or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

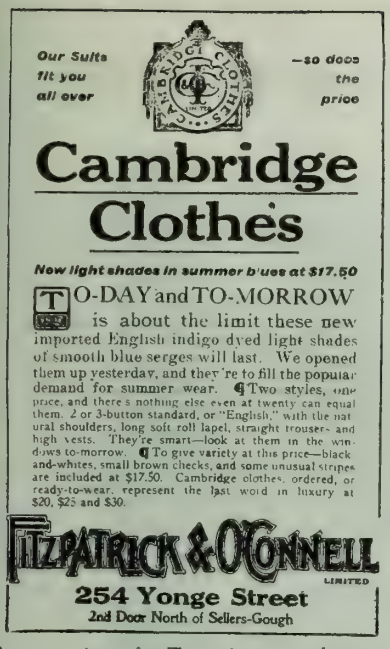
AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool. lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings. Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

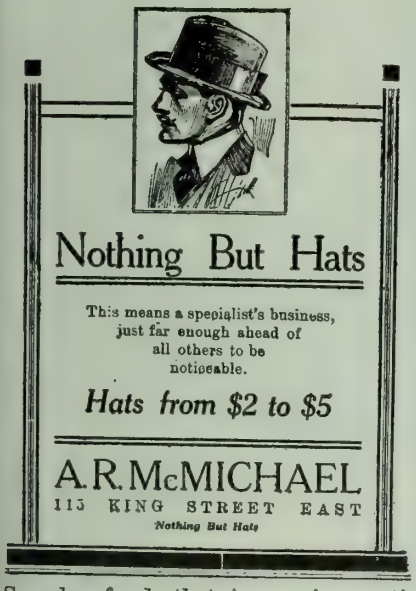
Samples of Distinctive Ads. of Men's Furnishers

Take these with you on your holiday!
BATHING SUITS, one and two piece—newest colors. One piece . . . Suits $1 to $2.
Two piece Bathing Suits $1.50 to $4.50.
BATH ROBES of the finest English Terry Cloth Stripes, plain colors and fancy patterns. Deep collar—girdle. From $3.75.
A big range of the newest patterns in Beach Robes
Bath Slippers to match $1.00.
BLAZERS, with belts to give Norfolk effects if desired. All club colors. Washable $5.50.
BELTS—the largest assortment in Montreal, from 50c.
HENRY MARKS
THE HABERDASHER
148 Peel Street
Outing Clothes for Men and Boys
WHILE the other fellow is complaining about the hot weather, get out and enjoy yourself in our cool clothes. You do not get all the happiness out of summer that you should unless you are dressed in a way that you can appreciate outdoor sports.
KHAKI TROUSERS—Just the kind for the camp or the cottage. They have cuffs at the bottom, belt loops, etc. Are made to stand any amount of rough usage. Price . . . $1.25
KHAKI SHIRTS—to match trousers, brass buttons, patch pockets. Price . . . $1.25
BELTS—the greatest line of belts we ever showed in clothing of the most novel ties. Prices 50c to $1.25
DUCK TROUSERS—white well made, a large stock is ready for your inspection. Price $1.25
TENNIS SHIRTS—Aertex brand, cool and attractive, with reversible collars, all sizes. Price $1.25
Wash Suits
SAILOR SUITS—all the sizes to fit boys from 5 to 10 years old. Also a wide range of Buster Suits. Prices from 75c upwards.
Keep the Boys Comfortable
There is nothing that does so much to keep the boys well and strong in the hot months as cool clothes.
THE NEW BUSTERS—they are a great improvement over the old patterns. No elastic bands cutting the boys' legs these have the straight pants, so cool and comfortable. They have the short sleeves and those with the sailor collars are made very low, and others have no collars on at all. They give the boy happiness. Sizes for boys from 2½ to 6 years old. They are guaranteed fast colors. $1.50
Prices . . . and upwards.
ROMPERS—We never showed such a classy stock of Rompers and oliver twist suits as this season. Prices 75c to $2 all . . .
EVERYTHING FOR THE BOYS
The 2 Macs, Ltd.
EVERYTHING FOR THE MEN
R. J. Devlin Co.
OTTAWA, ONT.
Waterproofs
Men's Waterproofs,
Ladies' Waterproofs,
Misses' Waterproofs,
Children's Waterproofs,
All Waterproof, Absolutely
Silk Hats
for
June Weddings
at Five and Eight Dollars
The R. J. Devlin Co. Limited

Most of these ads. of Canadian men's furnishers indicate a preference for seasonable cuts, those of the 2 Macs particularly being full of action and likely in themselves to attract attention and study. The straw and silk hats in the upper left and lower right hand corners are quite up to date in style and are timely and brightening illustrations. The same cannot be said for the Fashion Craft cut. There may be room for difference of opinion but the effect, surely, is of out-of-dateness rather than out-of-ordinariness. Nor does the underlining help in the captions below. Of the two the second line is the more important but is overshadowed by the larger and heavier type of the upper. Note in three ads., the single item—shirt, trousers, silk hat. This is good work in all three. In two ads. devices are used to replace the cuts; a panel in the upper, with border simple; well used beside the heavier triple liner; in the lower the four initial B's,—well handled typographically. In the first ad. "Our Straw Hats" comes a little near the border. In all but one prices are well handled. Note the display type in most, while in the last, in an exclusive ad. the price is spelled out as if the $ mark were too "commercial." Probably the ad. man was right in this case.


Our Suits fit you all over
—so does the price
Cambridge Clothes
New light shades in summer blues at $17.50
TO-DAY and TO-MORROW is about the limit these new imported English indigo dyed light shades of smooth blue serges will last. We opened them up yesterday, and they're to fill the popular demand for summer wear. Two styles, one price, and there's nothing else even at twenty can equal them. 2 or 3-button standard, or "English," with the natural shoulders, long soft roll lapel, straight trousers and high vests. They're smart—look at them in the windows to-morrow. To give variety at this price—black and-whites, small brown checks, and some unusual stripes are included at $17.50. Cambridge clothes, ordered, or ready-to-wear, represent the last word in luxury at $20, $25 and $30.
FITZPATRICK & O'CONNELL LIMITED
254 Yonge Street
2nd Door North of Sellers-Gough

A new store in Toronto, carrying out a vigorous advertising campaign. "Cambridge Clothes" seal is always at the top, with same striking phrase at either side. Exterior and interior views of this store appeared in last issue.


Nothing But Hats
This means a spepialist's business, just far enough ahead of all others to be noticeable.
Hats from $2 to $5
A.R.McMICHAEL
115 KING STREET EAST
Nothing But Hats

Sample of ad. that is run in sporting page of Hamilton papers once a week. "Nothing but hats," is a store slogan. See page 66

Let Boys Play

Novel Idea of Big House for Entertaining Youthful Customers in the Boys' Department.

THE installation of athletic apparatus, including punching bag, boxing gloves, footballs, single sticks, etc., was recently tried as a feature to attract the attention of the little man to the boys' wear department of one of the big Toronto stores. There was no selling feature to the display; the apparatus was installed for the boys to play while in the store with their parents, and in some cases they stayed here while their elders went to do shopping in other parts of the store.

The idea was found to be a big drawing card, and in some cases when the boy got his mind fixed on the bag or the mitts it was almost impossible to get him to stand still long enough to get a new suit fitted.

Such methods of attracting customers to the store are based on strictly modern ideas, and there are many merchants who now find that they get better results from drawing crowds to the store with some attraction apart from the merchandise offered for sale than by bargain prices. The main thing is to get the people into the store, and where there are good staple lines of goods at reasonable prices careful salesmanship will do the rest. The athletic display was also based on the theory that must be considered to a large degree in advertising the boys' department, and that is the appeal to the boy himself. The majority of boys have a great influence with their parents as to where the new suit will be bought, and with the boy there are often more attractive things than price.

DEMOCRATIC FACTORY GOVERNMENT.

In the clothing manufacturing plant of Henry Sonneborn & Co., Baltimore, Md., there is a unique organization of employers and employed consisting of a cabinet and congress made up of Senate and House of Representatives.

The cabinet consists of the members of the firm, the Senate of the department heads, superintendents, foremen and their first assistants and the house of representatives of the rank and file of the employees. The purpose of the House of Representatives is to deal mainly with problems which affect the employees individually. The Senate is to deal with the problems that affect departments and employees collectively.

Both of these bodies have the power to investigate any business matter they see fit, and to submit their conclusions, with recommendations, to the cabinet, with whom final executive action rests.

Overcoats for Winter

THERE are many varied opinions as to the overcoat possibilities for the Fall and Winter season and the extent to which the Balmacaan model and the chincilla material will influence the heavier garments. Generally speaking a safe line will be a short coat for young men cut semi-form fitting, with or without the half belt. This coat will be especially strong as a dressy garment.

The Balmacaan coat will not be heard so much of as a name, as during the present season. However, there will be the influence of the style and a "semi" model will be made for those desiring the loose coat. As a lasting style in the popular vogue, however, the Balmacaan will be largely confined to the serviceable lightweight coat of cravenette or similar material, which serves for double service in the between-seasons. The real Balmacaan coat as made in England, is a coat with a history, and will continue as a coat of the future for the very exclusive dresser. Models are made of the very richest materials, with silk linings and broad facings; they sell up to forty dollars and there is about them a something which at once gives the exclusive impression. For the man who can afford several coats it is the thing, but for general wear the model is too extreme for the taste of the Canadian public. In the heavy Winter coat the ulster is more to the popular mind and this coat will be a strong Winter seller, as it always is with those seeking worth and service.

In some quarters the run on chinchilla for winter coats is expected to be followed by a demand for the more serviceable hard surfaced materials, but on the other hand there is a big range of materials being shown which are different from the chinchilla in finish, but which which embody those qualities which made this material so popular—lightness with warmth.

One exclusive house will carry a strong line of a material known as "Montenac," which they are importing. This cloth is thick and light and the finish somewhat resembles a very fine Persian lamb.

Patch pockets are going to be popular on many of the coats, particularly the Fall models and the roll lapel will be used, the tendency being for a long roll on the close-fitting models and a higher button for the semi-Balmacaan, on which the high button collar will, to a large extent, disappear except in the storm coats.

An Outing Suggestion in New York Window

The merits of this trim, taken from The Review in New York, are obvious at a glance. The crossed paddles and pennants have been used before, but considerable art is shown in the ample supply of headgear lying on the "ground" in easy fashion. The whole trim is worth considering.

Overcoats and Caps

Influence of the modern styles in outerwear used by American manufacturer to good effect in placing orders for caps.

THE Balmacaan and Mackinaw coats, together with the popularity of the Scotch tartan plaid, promise to be reviving factors in the cap trade for the Fall. In the past year there has been a falling off in cap sales due in the first place to the popular run on soft felts. But the cap has long been and always will be a staple in men's headgear, and particularly so while we have autos and aeroplanes and the game of golf, the costumes for which are always shown by the designers with a cap to add completeness.

That manufacturers of caps, like the manufacturers of all other kinds of men's wear, will do well to take advantage of every change in public opinion and taste with regard to apparel, is the opinion of a prominent manufacturer. He states that all over the Western States there was a light trade in Winter caps and the outlook as found by his travelers was for a continuance of such conditions this Winter. "Taking advantage of the popularity of coats of these materials," continued the manufacturer, "our men pushed Balmacaan and Mackinaw hats and caps strong and they took very well, even as far south as New Orleans. Then the big two-inch tartan plaids of green and red combinations appealed to dealers as something new and flashy, and helped to boost the orders. Business looks just a little bit better now than it did for last Fall, which was a good cap season."

FOLLOWING IN THE FOOTSTEPS OF OTHERS.

To work upon that trait of human nature which so often leads us to follow intentionally anl unintentionally the lead of others, was evidently the idea of a business man at Collingwood, Ont., who was desirous of getting men through his front door. In the pavement in front of the door, arranged in a fan shape so as to make a spread from side to side and take in both directions on the street, were imbedded "brass foot-prints." These were made to reproduce the natural markings which would be made by about half a dozen men entering the store and the effect on one walking up or down the street is very striking. Apart from the drawing feature, there is that novelty which always attracts attention and which is one of the first things to be considered in nearly all forms of advertising.

SATURDAY CLOSING.

The Wanamaker, Lord & Taylor, and Altman stores in New York, announce that they will remain closed all day Saturday during July and August. The object mainly was for the benefit of their employees. John Wanamaker made the following statement in an advertisement:—

"The entire Saturdays of July and August (the first Saturday being July 4) will be given as holidays and the store will remain closed in July and August from Friday night at 5 o'clock until Monday morning at 8.30 o'clock except for telephone orders.

"This is a new experiment for this store in New York, made with the hope that it will not prove to be any disadvantage to our patrons, who, we think, will be glad to arrange their purchases in the first five days of the Summer weeks, as it is of so much interest to thousands of faithful workers.

"This action is in accord with the vision of last New Year's eve in an editorial entitled 'Now that the working hours of people are under discussion,' when the founder wrote the following paragraph: 'We shall hail the coming day when the people will buy nothing on a Saturday and we would be pleased to close the store on Saturday the year around and help make a Sunday of two days.' The leaven is working."

For several months Altman's, Lord & Taylor, and several other stores have not opened until 9 o'clock in the morning.

Boys, Number Yourselves Among the Progressives and make 1914 a Banner Year

EIGHTEEN VALUABLE PRIZES

The Review Loving Cup.

Handsomely Engraved Silver Loving Cup.

14 Gold and Silver Medals.

Cash Awards.

3rd Annual Contest, August 11, 12 and 13, 1914

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made and Prizes Presented by Prominent Toronto Citizens at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

OPEN TO ALL WINDOW TRIMMERS IN CANADA.

Class 6—

1st Prize - - - Gold Medal
2nd Prize - - - Silver Medal

For best effective window arrangement of women's ready-to-wear garments.

Medals donated by courtesy of Acton Pub. Co.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in department windows or cases.

BEST BACKGROUNDS.

Class 8—

1st Prize - - - - - - $5

For the best background suggestions. Suitable for opening, anniversary or special events.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

(b) Any number of photographs can be submitted, but only one view is necessary to enter competition in any class.

(c) Photographs must be of this year's work, since August 1st, 1913, to June 15th, 1914, and must not have been submitted in any other contest.

(d) All photographs to be forwarded to the secretary by July 1st, 1914. Pictures will be returned to contestants after the convention if requested.

(e) Contestants must give detail description of windows, color scheme, general plan, cost, etc., marked on back, and whether for annual contest. Class number must also be designated.

(f) All windows to be judged under numbers, any identifying marks must be removed. And names sent to secretary, who will number photograph, each member having different number.

C. W. T. A. Cardwriting Contest

Class 1—

First Prize - - - Gold Medal
Second Prize - - Silver Medal

For the most artistic pen or brush lettered card—used for opening or special announcement.

Class 2—

Silver Medal.

For the best plain lettered price-card—used to indicate the price of merchandise.

TERMS OF CONTEST.

(a) Cards used must be first used in merchandise displays.

(b) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet, 22 in. x 28 in.

(c) Each card must have no mark or name, but must be sent not later than July 1st to secretary, who will number same for contest. A card must be sent with each entry, stating name and when used.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - - - - - Gold Medal

Second Prize - - - - - Silver Medal

Awarded for the best all-around advertising, including general publicity, opening and sale announcements.

TERMS OF CONTEST:

(a) Announcements must have appeared this year.

(b) All copy must be original.

(c) Not more than six examples to be entered in contest.

(d) All ads to be judged on points—1. Editorial and descriptive text. 2. Layout. 3. Typographical effect. 4. Originality of ideas.

All entries to be forwarded to secretary by July 1st, 1914.

Contestants must be members of C.W.T.A. and staff employees in Canadian Stores. Contest closes June 15th, 1914.

The Award Committee decisions to be final.

Canadian Window Trimmers' Association

J. A. McNabb
Pres.

F. J. Thompson
Sec.
52 Stanley St., St. Thomas, Ont.

$ $ $ $ $ $ Day From the Dressing Tent

Representative of The Review Describes Selling Event as He Found it in Midland—Some of the Devices of the Merchants in Windows and Advertisements.

By a Staff Correspondent.

MIDLAND, June 2.—When one satisfied merchant, at the end of a big day's business on Dollar Day made the remark that it was "just like a circus day without the big top and with the merchants in the cash wagon," he merely struck a unique expression of the opinions of many retailers at the end of a day which has made them wish for bigger stores, heavier stocks of bargains, and larger sales forces to handle the crowds. There are other opinions regarding the Dollar Day policy to be encountered; there are those merchants who do not believe in sales of this kind; but, generally speaking, Dollar Day has proven a big drawing card in the towns and cities in Ontario and other provinces where it has been tried. It is, or rather was, in many cases a distinct novelty; excitement promised, with business in the background, and this in itself is sufficient to draw the crowds.

Circus Spirit in the Air.

For a stranger in a town on Dollar Day the circus impression is very strong. In Midland, from early morning when the stores opened, the aisles were crowded with customers—people from the town and from the country searching through the bargain counters, and in many cases waiting upon themselves where the clerks found it impossible to handle the rush. On the streets there was a free-and-easy social spirit in the air; everybody seemed to be out for a little fun, and the spending of money was not confined to bargains.

To continue the circus idea which appeals to the non-participating visitor, he is soon likely to have it brought home to him, as occurred with a representative of The Review, that he is one of the "great, free, outside attractions." Everybody is looking more or less publicly for the mysterious Bill Dollar, and the stranger-about-town, no matter how little he may resemble the Dollar family, is bound to get acquainted informally with a lot of people who for the day do not seem to think it necessary to make an apology for mistakes in identities. This was particularly true with The Review man when several merchants got into the fun and began to point out this particular stranger as a likely prospect—really, it was a shame to disappoint so many; had the hunting ones been looking nearer home for the mysterious one they would have been closer to the rewards.

But the outward aspects of Dollar Day need no more than passing reference; every merchant knows in a general way of the idea upon which the sales are based—giving big value for the dollar and novelty attraction to bring the people to town. Of more interest may be some information from behind the scenes—or, out of respect to the circus idea, from the Dressing Tent—as to how the production is arranged and the different attractions staged.

Organizing for Dollar Day.

Dollar Day, in the first place and foremost, represents co-operation amongst the business men of the city or town—it is altogether built up around this idea, whether the merchants carry out the scheme themselves, whether it is organized by the newspapers, or whether it is carried through by an individual working with the merchants and newspapers, as has been the case in several places in Ontario.

The merchants put up a special fund for advertising and for organization work. This sum need not be large, for the newspapers, when they do not take hold of the matter themselves, will usually be found ready to give both display and reading space, for Dollar Day means a big increase in the volume of advertising carried by the local houses. Where an organiser is employed, these matters of detail are easily arranged, and a man who is in the game can naturally be expected to carry on a very effective advertising programme.

The Advertising Campaign.

The advertising opens with a general announcement of the decision of the merchants to hold a Dollar Day—the advertisement used in Midland is reproduced in connection with this article, as well as private store announcements, which were sent out in the form of circulars. In connection with the announcements, the reading columns are, of course, used to attract attention, the whole effect being to impress upon the people that it is to be a gala day, with more fun than business.

General printed announcements are also distributed through the mails, giving the names of the merchants who are taking part in the sale and stating the lines of goods they carry; detailed advertising is left to the merchants individually, who arrange their own special bargain attractions. From the Midland announcement the following is taken to indicate the wide range of the sale as embraced in the stores of twenty-two leading merchants:—

(Continued on page 90.)

Midland DOLLAR DAY, Thurs. May 21

The Sensation of the Year 1914

A veritable Gala Day of Bargain Selling. It will be the Biggest Day of Buying and Selling in the History of Simcoe County. Everybody will be in Midland on the 21st. The Merchants will co-operate to make Dollar Day Midland's Biggest Day of business and a pleasure to all.

The Newspapers and Merchants of Midland have arranged to co-operate in a day of unprecedented Bargain Selling on Thursday, May 21st, to be known as "Midland Dollar Day." All the leading Merchants and Businessmen of Midland are interested in this day, and there will be unsurpassed offerings on this day never equalled before in every conceivable article of merchandise. It is obligatory on the part of the Dollar Day Merchant that he signifies the day by giving the purchasers greater value for their money than ever before. The real object of launching Dollar Day is to bring the merchant and purchaser a little closer together on some common ground of agreement to promote and create new friendships and cement old ones.

The Dollar Day offerings will consist of Wearing Materials of all kinds, Boots and Shoes, Groceries and Drugs, Household Articles, Hardware, Jewelry, Dry Goods, Fancy Goods, Confectionery, Electrical Fixtures, Furniture, Stationery, Sporting Goods, Photography—in fact, something of everything for One Dollar.

All that is possible to do at this time is to warn our readers to prepare for Midland's Big Dollar Day, and to watch these columns for additional original and unique features in connection therewith. There are tremendous things in store for you. This is no fake advertising scheme, as it is substantiated by the merchants themselves. Some people claim that the purchasing power of a dollar is not what it was years ago. They are quite right, but on May 21st a Dollar Bill will buy more than ever before.—Mail and

Five Dollars in Gold will be presented to the person catching the Mysterious Mr Bill Dollar on Dollar Day. This is an added feature to create a little fun. The Mysterious Mr. Bill Dollar will appear in the Dollar Day stores, and on the streets, on Dollar Day only. All you have to do is approach who you think is Mr Bill Dollar and address him as follows. "Are you the mysterious Mr. Bill Dollar?" Then you must have a receipt from one of the Dollar Day stores showing a purchase made on Dollar Day. Mr. Bill Dollar will ask to see your receipt, and if you have addressed him with the proper words and shown him receipt, he will give you an order for Five Dollars in Gold. Watch for additional offers for Mr. Bill Dollar's capture, to be announced later.

Persons coming from surrounding country can procure Club Rates on all railroads by arranging a party of ten. This Club Rate is much cheaper, to arrange a party of ten now to come to Midland on Dollar Day. Thousands are now laying plans to be in Midland on May 21st. Everything is going to pale into insignificance compared to Dollar Day. Circus Days, Fair Days, or anything of that nature to the contrary, notwithstanding.

Watch these columns for special announcements of Dollar Day Merchants. Special matinees at all picture shows. Arrangements will be made with hotels to accommodate visitors.

DOLLAR DAY STORES OPEN TILL 10 P. M. DOLLAR DAY.

WATCH FOR LATER ANNOUNCEMENTS.

This is a sample of the general newspaper advertising carried on before the event, in addition to the individual ads. of the merchants themselves. This occupied a full 6-col. space across the top of the page.

Selling, Rents and Turnovers in Shoe Section

Valuable Investigation Being Conducted by Harvard University — Wide Discrepancies Between Systems at Present in Use — What is Fair Standard?

AN exceedingly interesting and valuable investigation into the system of retailing shoes is being conducted by the Bureau of Business Research of the Graduate School of Business Administration of Harvard University for the purpose of giving the business man scientific information, to aid him in meeting and solving his problems rather than rule of thumb advice.

In starting an investigation of market distribution, the commodity selected was shoes, as illustrating practically all the main channels from maker to user. There is a fairly calculable demand for these as a whole. The production has been fairly well standardized, and is fairly unfluctuating, very different, for example, in this respect from the distribution of food products.

At the outset a slight investigation served to show the need for establishing some uniform system for retailers, for the widest variations were manifest. Some reckoned profits on cost; others on the selling price. Some charged salary for their own time and rent for their own stores, while others did not. Some meant one thing by selling expense and some meant another.

The investigators decided in making their report to estimate all percentages on the selling price as the one common basis of comparison. That is, "the net sales (gross sales less returns made by customers, and allowances made to them) is taken as 100 per cent."

It should be noted that so far the main replies have been received from fairly large cities, and it is well known percentages of cost are considerably lower in the smaller places.

Gross Profit.

Gross profit so far encountered ranges from 20 per cent. to 42 per cent. of the net sales, the report declares, according to the grade of goods and with almost exactly the same number above 30 per cent. as below 30 per cent. The Bureau is inclined to think that under present conditions the typical gross profit of shoes retailing at or under $3.50 will be found to run from 23 per cent. to 25 per cent., and for those retailing above that price a percentage of from 30 to 33 is the type. Gross profit as treated above includes discounts.

Operating Expenses.

Total operating expense so far encountered ranges from 18 per cent., or possibly a little less, to 35 per cent. of the net sales in going concerns. The figures as a whole centre about 24 per cent.; that is, about as many are above as below 24 per cent., with the operating percentages of medium grade stores centering around 23 and of higher grade stores around 27.

Freight and cartage is not included in the above operating expense percentages, as it is deducted from the merchandise statement. Nor is interest included, which is deducted from net profit.

Buying Expense.

Few, it is stated, keep a separate record of buying expenses. Those reporting showed a range between 0.8 per cent. and 1.8 of the net sales. The figures so far centre about 1.1 per cent.

SUMMARY OF PERCENTAGES.

	A Common Figure.	A Possible Figure.
Gross profit, low grade	23-25	—
" " high "	30-33	—
*Operating expense, low grade	23	20
Operating expense, high grade	27	25
Buying expense	1.1	1.0
Sales force	8	7
Advertising	2	1.5
Deliveries	0.6	0.4
Rent	5.0	3.0
Interest	2.5	2.0
Stock turns	1.8	2.5
Annual sales of one person	$10,000	—

*Not including freight and cartage and interest.

Salaries and Wages of Sales Force.

The percentage of salaries and wages of the sales force has been encountered, ranging from 5.0 to 10.3. Percentages as low as 4 and as high as 13 have been eliminated because of doubt of their being genuinely comparable, and because of insufficient opportunity to verify their accuracy. There appears a marked concentration of the figures between 7 per cent. and 8 per cent. in cities of more than 100,000 population. It is sufficient indeed to point to a standard of 7 per cent. It may be possible to attain 6 per cent. in cities of this size. The bureau has eleven percentages running between 6 and 7, but in the light of its present knowledge 6 per cent. would be very thoroughly investigated before being accepted.

Advertising.

The cost of advertising runs as high as 8. 8 per cent., but the tendency is to centre about 2 per cent.

Deliveries.

Delivery expense has been found to date ranging from practically 0.0 per cent. on the lower-priced stores to 1.4 per cent. on the higher-priced stores. The figures of the stores making deliveries centre around 0.6 per cent., with a marked concentration between 0.4 per cent. and 0.6 per cent. of the net sales.

Rent.

This important item has furnished the greatest variation of all; namely, from 1.8 per cent. to 14.6 per cent. of the net sales in going concerns. Despite this rather astonishing range, a distinct tendency is encountered for the figures to centre about 5 per cent., as many being above that percentage as below, with three-fifths of them all falling between 3 per cent. and 7 per cent. Between 3 per cent. and 4 per cent. alone, however, there is a sufficient concentration of percentages to warrant the suggestion of not only 5 per cent., but 3 per cent. as a standard to be aimed for.

Interest on Capital Invested.

The general practice has been to charge interest on borrowed capital only. The Bureau has allowed in addition, for interest on capital invested, and this has been deducted from the total net profit to secure the final net profit. The figures thus made up have ranged between 1 per cent. and 7.9, but have centered around 2.5.

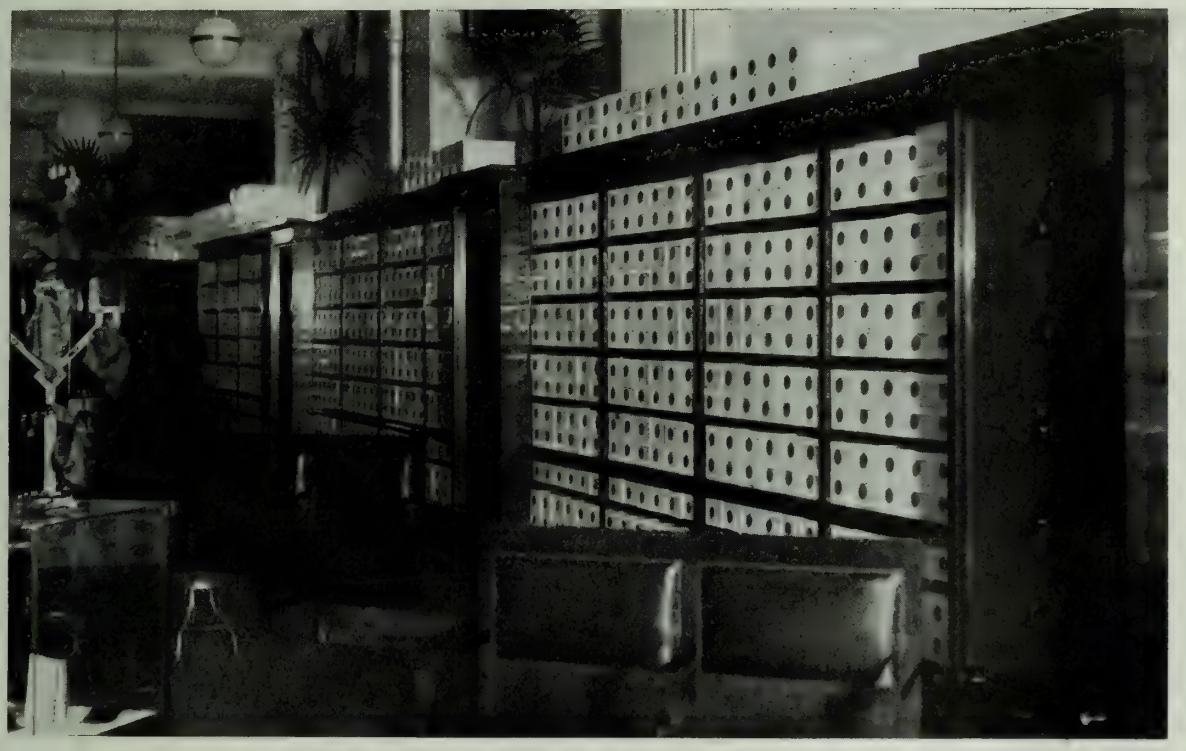
Number of Stock Turnovers.

This perhaps most important item of all—number of stock-turns—has a range so far in our data of from 1.0 to 3.6 times. It seems to centre about 1.8, and a sufficient number have stock-turns of 2.5 to warrant accepting that as a realizable standard. That is, a shoe store has been encountered whose stock turned over no more than once in a year, and another whose stock turned as many as 3.6 times. The majority, however, turned their stock more than 1.8 times, but less than 2.0 times.

The Bureau's measure of stock-turns is obtained by dividing the average inventory into the cost of goods sold, not into the sales. Usually not more than three inventories are obtainable in a year for an average, and sometimes not

(Continued on page 90.)

Edmonton Store Keeps Samples in Glass Cabinets



THIS is a view of the fine-looking and extensive shoe department of Pennant Stores, Limited, of Edmonton, which extends almost the full length of the building on the right. There are three sets of shoe fixtures here, as can be seen, for men only. These are finished in oak and are about ten feet high, and the cartons containing the shoes are of uniform appearance.

There is a feature in these fixtures that could be introduced into every shoe store with profit. It is a showcase, built into and projecting a little from the fixtures, and is seen in the photograph at the extreme right. There are three of these cases. They contain representative types of shoes carried in stock, black and tan, heavy and light.

Men often find it difficult to state what kind of a shoe they require; and yet that is usually the first question a clerk asks. A glance at a case like this will determine what shoe he requires, and it saves the clerk the trouble of pulling out a dozen boxes. Some customers are so modest they will often buy shoes they do not like if only shown a limited quantity. A day later they show their dissatisfaction, and become bad advertisers. These cases have glass doors, which slide upward, being weighted.

The settees and fitting stools are located near, so that the customer, after choosing a shoe, can be fitted at once. There are three settees, and three cases, allowing three clerks to operate at once. This department occupies considerable space and, together with the boys' shoe department upstairs, is an important adjunct to the clothing business.

MENS CLOTHING AND FURNISHINGS

JUNE, 1914

GONE!

WHAT has become of the man who wears a soft collar and a wash tie? Gone. He has faded into the mists of a fashion that has almost completely disappeared in a season. There are many who liked his appearance who will mourn; there are dealers in men's furnishings who will regret his departure from the ranks of their customers, for some had prepared for his wants this season. But he has no place in the new order of things. The negligee costume has disappeared with the broad-shouldered coat.

The man of to-day who is well-dressed wears a form-fitting coat; he wears a high cut vest and a large tie. Let the mind picture the effect of a slim figure with high waistcoat and a soft collar and narrow wash tie; at once there is an explanation of the passing of the old familiar hot-weather figure. Fashion now favors the tucked front shirt which is seldom worn without the vest and the linen collar for the large high-colored cravat—the only concession being in the cut of some of the collars which gives less height under the chin while maintaining the width of linen by dropping the points.

The passing of the man with the soft collar and the wash tie is just another indication of the modern tendency of men to follow closely the dictates of fashion. To some dealers it meant that stocks on hand became dead. However, in the majority of cases, so far as the soft collar was concerned, it came with the shirt and in some cases it is now a good idea to hide the former so as not to take the shirt back a year in its style rating.

SCANNING ADVERTISING MEDIUMS

THE movement in Canada and the United States to eliminate misleading statements in advertising has now reached a logical development in the formation of a society to investigate the claims of circulation of various advertising mediums. If the public, heretofore, have been at the mercy of unscrupulous claims on the part of some retailers, and the latter have been misled by some jobbers; both alike have been preyed upon by a certain percentage of advertising solicitors whose claims were "marked up" without coming under the usual retail process of a subsequent marking down." This, as in the case of the honest advertiser, was unfair treatment for the honest solicitor of the advertising medium. Hence the formation of The Advertising Audit Association, an organization of advertisers, publishers and advertising agencies to wipe out the circulation "liar." The Association, which already includes several Canadian members will conduct systematic examinations of the books of advertising mediums, certify to their worth, and transmit the information to the members. Points considered will be quantity, quality and distribution, the three cardinal divisions of advertising worth. A fund of over $100,000 has been pledged for the expenses of the investigations, which promise to develop into a national campaign.

SARTORIAL NOTES

THE KNITTED TIES are holding their popularity well, and at present the new tones of gray are strong for Summer wear.

* * *

MOTOR WRAPS of fleecy wool are among the newest things in furnishings and they promise to become popular for Winter motoring. They come in a variety of colors.

* * *

A POPULAR SELLER in sox is the new combination of silk and cashmere and silk and lisle. The material has more body than the old pure silk and can be sold more reasonably.

* * *

ONE OF THE LATEST effects in neckwear for dress wear as seen in England has long square cut wings in the collar, conforming with the shape of the tie, giving the impression of a double diamond.

* * *

A NEW COLLAR IS ON the market, made of soft, woven, figured madras, with end to end stripes along the center, shot with white to tone down the color. The collar comes in two different patterns and three different colors, blue, heliotrope and gray. It is reported to be a good seller in the novelty trade.

* * *

A PATENT HAS BEEN granted in the United States for the Rollapel dress waistcoat, which is claimed to be so constructed that its lapels, notwithstanding what the opinion of the laundryman may be as to the manner in which they should be worn, will be soft rolled. The lapels are laundered flat and then turned back and fastened to the shoulder with one small button on either side.

Fable of the Gink Who Wanted a Raise

BY FRANCIS GROVER HARRISON.

ONCE there was a clerk who wanted a Raise.

Not that the Species is Rare, but it has Unlimited possibilities.

Very Often, Late at Night, when he came home all tired out from Playing Billiards he could not sleep for thinking of how to get a Bigger Pay Envelope.

Somewhere he had read that to him that waits, all Things come.—

But if this Raise was on Its Way, it must have been Lost in Transit, for not even a Bill of Lading showed up.

So one Bright Day, he threw over the Crank, set the Motor working and got his Courage up to the point of asking for it.

Full of Bright Shining Hope he entered the Firm's Office. With Hope congealed into a Solid Mass of Ice he made his Exit.

To be Brutally Frank, there was Nothing Doing.

Of course, the Firm was unappreciative. They always are. But he would give them Something to be unappreciative of.

From that Date, there would be no more working his Head off, even though in its present condition that would have been an Easy Accomplishment.

So he sulked behind the Counter and did only what he was paid for. In fact he not only scraped the top of the Measure even, he shaved off a Bit More.

And then one morning as he listened to the Alarm Clock ringing for the Third Time, he had another Brilliant Idea.

The Way to get that Raise was to get in "Solid," he would do the Tammany Stunt and play a little Politics.

So he began making Friends with those who were Next. Private Secretaries to the Big Bosses were his Particular Meat.

Day after day he lunched with them, and blithely paid the Bills for the Games of Pool he tossed their Way.

Not only was This the Life; it was the Highroad to Success.

But strange to say somebody had strewn Broken Glass along the Highroad, and his Hot-Air Tires blew up with a Dull Moaning Thud.

Not only did the Private Secretaries fail to see any Connection between Playing Pool and using their Influence in his Favor; Influence itself was mostly not.

So one day he casually strolled into the Firm's Office and tried Method Number Three. He incidentally mentioned a Certain Mysterious Offer from a Firm out West at a Bigger Salary.

But of course, he would rather stay, provided the Salary matter was fixed up.

It was the Old, Old Gag, only he didn't know that Big Business had quit being held up in this Way about the time Dewey captured Manila.

And when they called his Bluff, he simply had to string along for want of a better Job to go to.

But he had still another Card up his sleeve.

He took to himself a Wife.

Ah, that was the Panacea. They could not fail to Come Across when they considered the High-Cost of Married Life and the Pitiful Pittance he was getting.

Unfortunately, they were as Blind to Cupid as they were to Real Ability, and the Raise still refused to be Shooed from its Hiding Place.

So he and Wifie had to Jog along on the same old Salary.

Now, if Johnny had put all the Energy into his work, that he did into thinking up Schemes, he would have had the Raise long, long before.

But it happened that Necessity was not only the Mother of Invention, she was the Step-Mother to Advancement.

So Johnny began to try the Only Course left open, Hard Work.

Of course you've guessed the Moral. He did a little More than he was paid for and Got Away with it.

Wrong Again! He began doing just what he was paid for Doing. But he did it so Darned Well that the Firm began to take notice.

And in a couple of Years Johnny and Mrs. Johnny moved into a Better Flat where John could get to Work Earlier, for it just did seem that the Days weren't long enough.

MORAL: Most Minds can think of but One Thing at a Time. Those that are filled with Self-Pity haven't much Room left for Concentrated Endeavor.

This "Demonstration Sale" was a plan of the Collingwood merchants to beat out a transient trader who was pretending a run of cheap prices. The trader whose tax-paying and other citizen's duties were in the same weak position of all itinerant vendors, was soon forced to leave town at the "bargain" rivalry of the old-established stores. Note novel decoration of men's store of C. C. Begg, "Heart to Heart Talks" on one side, and "We Shield You From High Prices," on the other.

Hasten the Tent-folding of Cheap-Sale Arab

Collingwood Merchants Put on "Demonstration" Sale of Real Values for Ten Days and Thus Drove Itinerant Out of Town—Three Autos Covered District With Circulars.

By a Staff Correspondent

COLLINGWOOD, June 15.—Meeting a cheap-sale, short-term merchant at his own game—that is, to the extent of price competition—and offering staple lines instead of bargain stocks secured for the occasion, were the tactics employed by the aggressive business men of Collingwood when one of these business adventurers came to the town a short time ago and started in the usual programme. A big ten-day sale was launched in the leading stores of the town, and The Review is informed by officers of the Retail Merchants' Association that the result was all that could have been expected, and "the sale of the cheap goods man was knocked as flat as a pancake by the competition of regular goods sold at bargain prices."

Collingwood merchants took the method of hoisting the opposition on his own petard, not so much because of the competition offered, but as a matter of principle, and for the good of business in general. As a usual thing, the cheap sale man works a town only a short time, for as soon as the people get wise to the game and begin to appreciate that they are getting cheap prices only and not by any means bargains, they return to the regular stores where satisfaction is guaranteed, while the erstwhile, alleged public benefactor, like the Arab, folds his tent in the night and steals away. However, in this instance the idea was to hasten the tent-folding feature, and the merchants have the opinion that the course taken in killing off the first of the sales will have the desired effect—certainly so far as the first sale was concerned the merchants say it was a pretty dead affair for the newcomer, and was followed by a period of marked inactivity in his vicinity.

A Co-operative Campaign.

Collingwood merchants conducted their big demonstration sale for ten days. It was organized through the Retail Merchants' Association, and eight of the leading firms of the town entered into the scheme. Advertising the big event was left almost entirely to circulars, and each one of the firms issued a printed announcement, together with certain lines, in which prices were cut so as to make the bargains especially attractive.

Circulars Spread by Autos.

The distribution of these circulars and posters was arranged co-operatively. Three automobiles were used, and each store supplied the services of a man. For three days the distribution continued, and in that period every house in Collingwood and practically every home within a radius of fifteen miles was visited.

That the merchants were right to the point of the matter will be noted from the announcement issued by C. C. Begg, a reproduction of which appears in connection with this article, and from the big front which was put up for the event, as shown in the cut. From the announcement we quote:

No Circus Advertisers.

"We will demonstrate to the people our facilities for bargain giving. Big buying is the power for right selling; we buy in large quantities for four large stores. We buy for cash; no quantity is too large when price is right. We don't buy old-fashioned goods, that are dear at any price, nor do we advertise bankrupt stocks that never existed. We go direct to the manufacturers and buy salable goods that the people want at the lowest possible price. We buy goods we can guarantee; our guarantee is your money back if not satisfied. The sale will be conducted by our own staff. We cannot afford to import sales companies and pay then 10 per cent. commission on all goods sold. Besides it is not necessary. Our goods do not require smooth talkers or circus advertisers to sell them."

Also note the lettering on the shield and heart design: "We shield you from high prices" and "Heart-to-heart talk about quality."

Ignored in Meaford.

Meaford, too, has had an experience with a cheap sale specialist, but recently he quietly disposed of his store there and disappeared to some distant pasture—it would not have to be a very green pasture to be a tempting one under the circumstances, say the merchants of Meaford.

In Meaford the attitude of the merchants in general was to pay no attention to the cut-throat campaign. They came to the conclusion that the best method was to ignore such competition. They say that the result was that the people soon came to appreciate that they were paying good money for goods that were not good, and that a bargain sometimes is not a bargain at any price. In any event, the sale specialist did not thrive long.

The Established Business Policy of a Big Firm

Too Many of Us Get on the Car of Business Without Having Any "Getting Off" Place in Mind—The Four Stones and Capstone of an Established Business Policy.

By Ben F. Corday.

IF YOU were to board a street car and say to the conductor that you wanted to get off at Twenty-third street, I suppose he would ring the bell at that street and you would get off.

But, don't too many of us get on the car of business without having any "getting off" place in mind, and after riding to the end of the line, we sometimes pay another fare to ride back again, and so we keep on going and going, making circles, so to speak, and finally, arriving at no place in particular, we "get off," sometimes by invitation and other times because our fare runs out.

Let's stop chasing the rainbow and come down to earth, applying common sense methods that will not only help us out, but our competitors as well. Let's be more generous to our competitors. Don't always accuse the other fellow—maybe we are to blame for some of the inconsistencies as much as he. Put the shoe on the other foot occasionally.

Here I am reminded of one of Mark Twain's stories.

Some years ago the famous humorist asked a neighbor if he might read a set of his books. The neighbor replied ungraciously that he was welcome to read them in his library, but he had a rule never to let a book leave the house. Some weeks later the same neighbor sent over for the loan of his lawn mower.

"I shall be very glad to loan you my lawn mower," said Mark Twain, "but since I make it a rule never to let it leave my lawn, you will be obliged to use it there."

This type of man is gradually becoming extinct. I believe we are learning to give as well as to take, and that the future holds much in store for us, if we will learn to give first.

I wonder how many of you have an established business policy—have a clearly defined idea of how your business should be conducted. Let me read you our established policy. A copy of this policy is signed by each individual member of the entire organization and filed away in our safe, but each member has a copy and is thoroughly familiar with this policy, both in letter and in spirit.

"We, the employees, officers and directors of the The Corday & Gross Company, recognizing that Justice is the greatest good and Injustice the greatest evil, do hereby lay and subscribe to, as the first stone of our policy, the greatest of all good.

Justice.

"The fullest meaning of this word shall be the basis of all our business and personal dealings—between ourselves as individuals, between our Company and those of whom we buy, and between our Company and those to whom we sell, as well as to our competitors.

"Justice shall be the first stone upon which we agree and determine to construct broader character as individuals and broader commerce as an institution. We realize that merit must be recognized whether in ability, or merchandise. With this certainty, we cheerfully, hopefully and courageously press forward to certain and unqualified success.

Co-operation.

"To accomplish the greatest possible results as individuals, and as an institution, we find Co-operation a necessity.

"We recognize that business without Co-operation is like sound without harmony. Therefore, we determine and agree to pull together and to freely offer and work with the spirit of that principle, Co-operation.

"So we shall grow in character and ability and develop individual and commercial supremacy.

"Difference of opinion shall be freely and fearlessly expressed, but we shall at all times stand ready to Co-operate with and heartily support the final judgment in all matters."

The third stone is

Economy.

"As each moment is a full unit in each hour and each hour is a full unit in each day, so each well-spent unit of thought and well-spent unit of action makes for each victory, and the final success.

"Life is like a bag in which, each moment, we place a unit of value or of rubbish, and our present and future happiness depends upon the contents or that bag.

"Recognizing that Economy is time, material and energy well spent, we determine to make the best use of them and so shall time, material and energy become our servants while we become the masters of our destiny."

The fourth stone is

Energy.

"As Energy is the power back of action, and action is necessary to produce results, we determine to energize our minds and hands, concentrating all our powers upon the most important work before us.

"Thus intensifying our mental and physical activity, we shall 'make two grow where one was,' well knowing that our individual and commercial crop of results will yield in just proportion to our productive and persistent activity.

"This power of Energy directed exclusively toward sound and vigorous construction leaves no room for destruction and reduces all forms of resistance."

The capstone of our Policy is

Service.

"We believe that the only sound and sure construction of success as an individual or an institution, depends upon the quality and quantity of Service rendered.

"We neither anticipate nor hope to be unusually favored by fortune, but we are thoroughly persuaded that fortune favors the performer of worthy deeds of unusual Service and we, therefore, determine that our days and our years be occupied with such performances.

"Quality shall always be the first element of our Service and quantity shall ever be the second consideration.

"Thus shall we establish not only the reputation but the character of serving best and serving most.

"Therefore, by serving admirably, we shall deserve and receive proportionately."

A BUSINESS CHANGE.

F. C. Tate, Ingersoll, Ont., for several years manager of Malone's store in Tillsonburg, has taken charge of T. Waterhouse & Co., Ingersoll.

CLOSING ALL DAY SATURDAY.

The Duffy-Powers Co., of Rochester, N.Y., will follow again the unusual policy inaugurated last year of remaining closed all day Saturday during July and August. The store will remain open on Friday evenings.

The Call of the Card to the Public

Strong Influence Behind Artistic Taste Blended With Forcible Talk—Like Personal Cards, They Serve as an Introduction—Samples of Work Along Original Lines.

Written for The Review by Will Surman.

THERE are very few business men who would be willing to say that the day for the show-card has not yet come. I have known some, but their actions have contradicted their words, for in some way or other the very principle behind the word show-card has found expression in some form or other in their own every-day life.

For instance, I know a man who denies the power of the show-card as a force in the advertising world for his goods, yet his own personal show-card is being constantly produced in the form of his pocket cards, containing his name-plate and profession, and I have also noticed a name-plate on his door.

If only as an introductory force, the show-card is worth the time and expense and space it takes up, but if it adds tone and if the very selling force of the display can be made to depend on the card itself, how much more its value is increased; yet this is being done every day and every hour of the day.

There has been so much written about show-cards that it is practically impossible to say anything new, and this short article is but the re-expression of something the reader must have seen scores of times. I believe that a card is as necessary for a display as a man's own name is for the man himself, but the display must attract and hold the attention and not the card alone.

If there is influence behind the misspelt, mis-shapen and badly-written cards one so often sees, what an added influence there must be behind those cards in which artistic taste is blended with forcible talk, and the latter is within the reach of everyone.

Every magazine, every paper, every catalogue is full of ideas that readily lend themselves for simple expression. For the cards that illustrate this article I do not claim any especial brilliance. They are original, and I do know from experience that they have all helped not only to add tone to the display, but also to really sell goods and to bring merit to the store.

The card with the "little niggers" is stenciled, and is one of a series used with great effect during our January white sale. The others are examples of cut-outs treated simply with brush and pen. I believe that in show-cards as in all other things the business world is marching forward, and there is an ever-expanding field of opportunity for the fellow who is willing to make a start, and then to "stick to it" and "live and learn."

SELING, RENTS AND TURNOVERS.

(Continued from Page 84.)

more than two. These inventories are taken at low stock periods, and, therefore, probably do not represent a real average stock, but rather an under figure, and, therefore, the real number of stock-turns is without much doubt somewhat less.

Sales of Clerks.

The averages of sales run from $5,000 per sales person per year to $16,500, centering around $10,000, but one going as high as $30,000. The $10,500 sales were found in great business thoroughfares—Broadway, New York; Chestnut Street, Philadelphia, and State Street, Chicago. Sellers of mens shoes average higher than those of women's. Percentages of cose range from 5 to 10.3, with 8 as an average and 7 considered as attainable.

In future issue The Review will keep its readers informed of the progress of the investigation.

DOLLAR DAY FROM THE DRESSING TENT.

(Continued from Page 83.)

"The Dollar Day merchants whose names are printed on this bill will offer at reduced prices wearing apparel of all kinds, boots and shoes, groceries, drugs, householr articles, hardware, jewelry, dry goods, fancy goods, confectionery, electric fixtures, stationary, sporting goods, furniture, musical instruments; in fact, something of everything for one dollar."

Placarding Windows.

The stores which are taking part in the sale are placarded with posters two weeks before the sale, and special windows displays are most effective. Shortly before the day of the sale additional posters are added of a different color, merely announcing "Dollar Day Bargains." Slides in the picture shows are also found to be an effective means of advertising, especially in towns where there are only weekly papers, and it is thus fore difficult to keep the matter before the public.

Some Novelty Effects.

An effective window was seen in the clothing department of the Playfair-Preston Company, where dollar bills were suspended from the top on strings, and when an electric fan was turned on the result was startling—who will resist the temptation of looking at a whirling cloud of dollar bills.

In another window the announcement was seen: "We are not displaying our $$$; we haven't many to display; but we are displaying values that defy competition."

Another effective window may be worked out with paper, the word "prices" appearing under a hammer marked "Dollar Day," with the words "Driving down prices."

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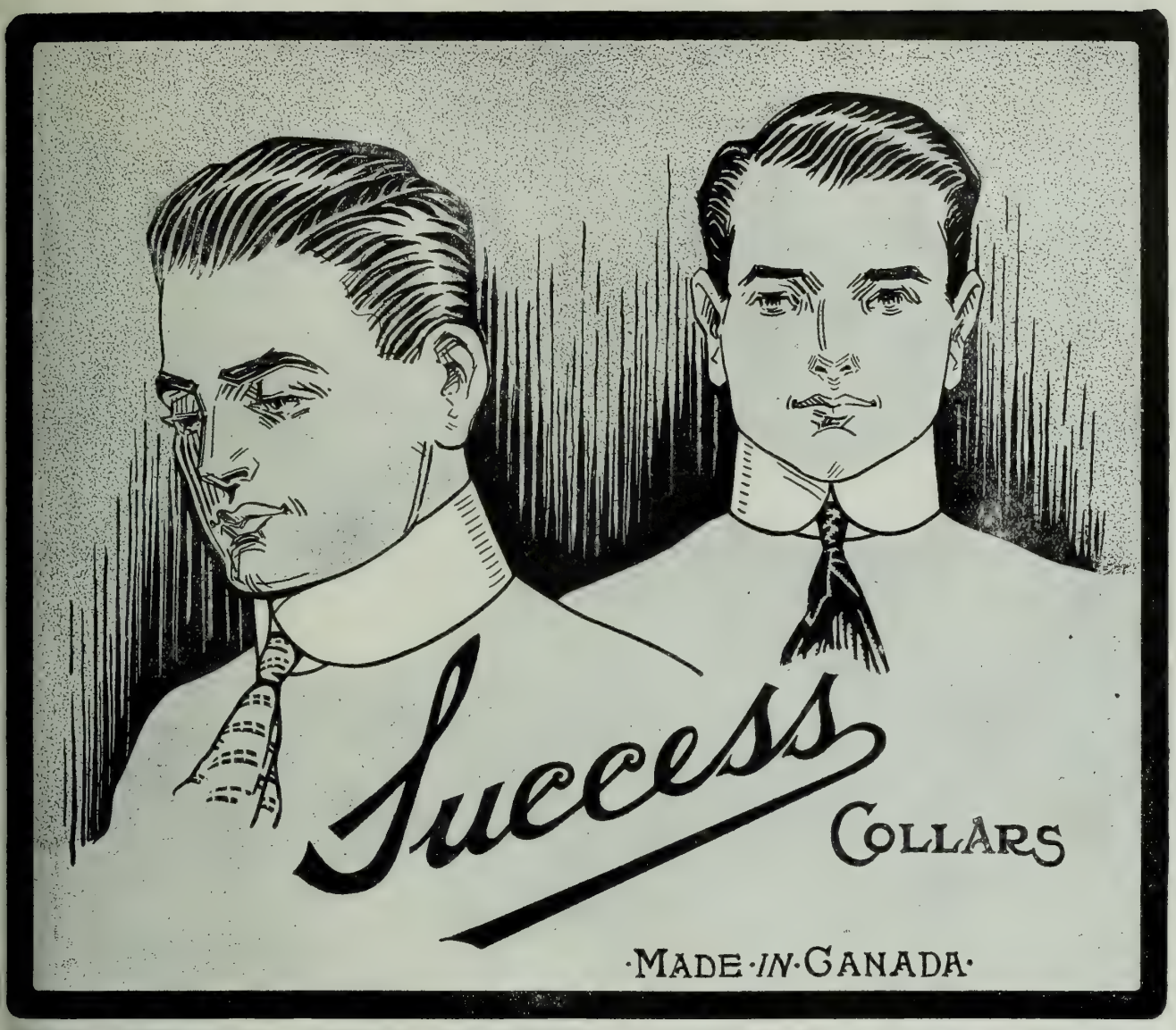


BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited
Montreal

The Windless Three-in-One Cooper Cap

what the Cooper Cap is doing for others---and can do for you

What does the Cooper "Three-in-one"—the cap that automatically adjusts itself to three distinct sizes—mean to **you?** To hundreds of other merchants who have stocked the "Windless" it has meant the cutting down of their hat stock by two-thirds; it has meant doing the same amount of business on one-third the capital, and it has permitted them to use the space formerly utilized by the cap stock for other merchandise.

And the numerous selling points that you can use when showing your customer a "Windless" will mean a sale. Show him how this cap fits the head in such a way that the "stormiest breezes that blow" will fail to dislodge it from the head. It makes a splendid cap for motorists—a good trade to develop.

Then again, every three-in-one cap is guaranteed to give the greatest amount of service or will be replaced if defective.

Cooper Cap can be depended upon to be absolutely correct in style.

THE COOPER CAP COMPANY

260 Spadina Ave. **TORONTO**

MEN'S WEAR REVIEW.

Men's Clothing Department, Hudson's Bay Store in Calgary

JULY, 1914

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

IT WILL PAY YOU TO SELL AND RECOMMEND

FLEET FOOT

SHOES

for every sport and recreation.

Canadian Consolidated Rubber Co.,
Limited

Montreal, P. Q.

28 Branches Throughout Canada

Penmans Balbriggans

Are Foremost In Demand

THIS is the season of the year when light knit fabrics are so much in demand.

Penmans

BALBRIGGANS

are built along the lines which will appeal most strongly to your discriminating trade. Made in:—

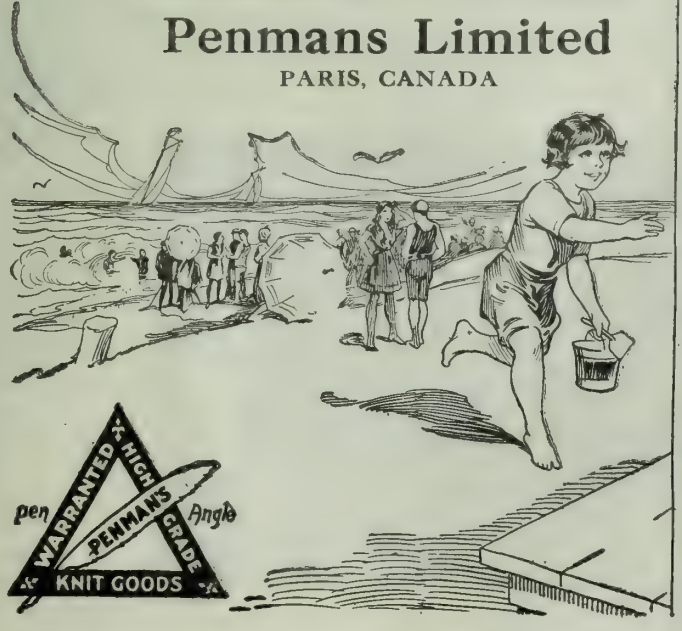
Two-thread Egyptian lines—Nos. 46 and 8.
Mesh Stitches—Nos. 206 and 207.
Porus Knit—Nos. 13 and 16.
Two-thread Combed Egyptian—Nos. 19 and 47.

Also many other fabrics—in Two-Piece and Union Suits, Short Sleeve, Knee Length and Athletic.

SPECIAL NOTE All Union Suits have the Patent Cooper & Johnston Closed Crotch Feature.

Order NOW and be sure your stock is complete.

Penmans Limited
PARIS, CANADA



MEN'S WEAR REVIEW.

JULY, 1914

How Clown, Dog and Two Rabbits Sell Hats

Novel Method of Publicity in Bill Boards of Tom Campbell Store in Calgary—Gentle Hint to Finder of Stray Hat—Stock Numbers of Hats and Prices Entered on Register—Vancouver Men in Enterprising Business.

By a Staff Correspondent.

CALGARY, July 11.—(Special).—Visitors to Calgary must have admired the enterprise of Tom Campbell in encircling the city with posters, individual and unique, to advertise his hat store. He has used posters for two years, and always the same ad—a clown, a dog with hat in its mouth and two rabbits. He declares this to be the best publicity, because his customers refer to them. There is better evidence: his business has increased at a greater rate since he commenced using posters. He does not confine his advertising to the boards, however. At certain periods he gives away pennants of various cities and provinces to purchasers, and the pennants are made by the firm themselves. He also advertises in the newspapers.

"Say! You Mutt!"

The cash register in the store is somewhat of a novelty, and Tom Campbell claims that it is the only one of its kind in Canada. It is arranged so as to supply the customers with a receipt, bearing the stock number of the hat purchased, the clerk's initials, with an advertisement on the back for the firm, and the words:

Say! You mutt! This ain't your hat; it belongs to .....

It is intended that the purchaser place this inside his hat, so that if ever it is taken by mistake, the proper owner will be known.

Can Buy Another Like It.

There is another virtue in this receipt. Lots of men are so hard to please with hats, when they get one to suit they often desire to have it duplicated. The number of the hat being in the receipt makes this possible.

The number of every hat sold is also recorded on a slip inside the register. At the end of each day this slip is taken to the office, and the bookkeeper enters the stock numbers of the hats sold, together with their prices, on sales sheets. Then by taking the cost of each hat from the stock book, the proprietor can determine what profit has been made each day.

Came From Vancouver.

It is interesting to know how an exclusive hat store was begun in Calgary. Three young men—Colquhoun, Ostrosser and Campbell—were operating a hat store in Vancouver. They conceived the idea of opening a branch at Calgary under the name of the Tom Campbell Co., Ltd. Within six weeks of this, the store was open and doing business. At that time it was difficult to secure a lease, but the office of the Merchants Trust and Guarantee Co. being offered to them, opposite the old Hudson's Bay store on Eighth Avenue, they rented it and put in suitable fixtures and a modern front. A stock of men's hats and caps was ordered by wire, and business begun. The novelty appealed to the people, and together with the fact that a good many people would rather choose from a store full of hats than from one devoted to several lines, it became a success.

The stock is valued at $25,000, and is contributed to by the leading hat manufacturers of the world. Hat values range from $2 to $20. Over 100 dozen caps are shown in cases, being displayed the same as the hats, on brass rods.

Access to All the Hats.

The hat cases are built in such a manner that a customer can choose at his leisure. Sliding doors have been abolished, giving the customer access to the inside.

The store is equipped with duplex mirrors, allowing the back of the head to be seen.

The display windows are ten feet square, and

Type of Tom Campbell's signs. Note clown, dog with hat and two rabbits that appear on all of them.

Front of Exclusive Hat Store in Calgary

This shows the store front of Tom Campbell's exclusive hat store. Note on the right-hand side every hat has its price ticket. A feature of the window is the display of pennants of Eastern Canada, for visitors and those who cannot take advantage of "Old Boys' Weeks."

are always trimmed in good taste, as will be seen by the accompanying pictures. Like many other hatters, Tom Campbell carries imported ladies' Panamas, which are trimmed and blocked by themselves. They have done excellent business in this line.

Owns Some Bulldogs.

Mr. Campbell is a member of the Board of Trade, of the Commercial Club, and takes an interest in the work of the Calgary Ad Club. He has been in the gents' furnishing business practically all his life, securing his early experience with two large Eastern firms. He is a well-known fancier of bulldogs, owning several prize winners.

Messrs. Colquhoun and Ostrosser continue to manage the Vancouver store, though they spend half the year alternately assisting at the Calgary branch, in which they have an interest.

SAY! YOU MUTT

THIS AIN'T YOUR HAT; IT BELONGS TO

NAME ....

TOM CAMPBELL, THE HATTER,

105 Eighth Ave. W., Calgary.

A HOODED FINGER.

An improvement in gloves is being introduced by a Canadian house, which has secured the patent rights for a new hood idea. This new finger will be introduced into the guaranteed lines. This firm has found that the chief trouble they have found with their gloves has been in the ripping of the stitching at the ends of the fingers, where there is little protection. The new hood is stitched into the end of the finger below and is then turned back over the end, and is considered by the firm using it as a great improvement.

Max Tailoring Co., Saskatoon, are opening a branch in Kerrobert.

Bernard Kortosk, Montreal, who spent 50 years in the fur business there, died in June at the age of 74.

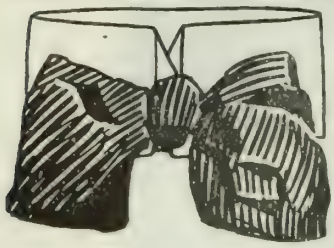
Daze & Co., Arnprior, have bought the clothing business of H. R. Pollock, Ltd. Messrs. A. Bremmer & Co. will run the tailoring department of Pollock's.

Albert Dale, Toronto, who opposed Thomas Hook in Southeast Toronto in the Liberal interest, is a partner in the firm of Robinson & Dale, wholesale dry goods merchants, and also a partner in the Dale Furniture Co.

T. L. Hamilton, Pembroke, Ont., formerly manager of the Pembroke Clothing Co., has been appointed manager of Mendel's new clothing and men's furnishing store.

Odd Twists and Fancies in Men's Fashions

HERE IS SHOWN one of the bow tie models which is very popular this season, the tendency being for large shapes in all kinds of neckwear. Note too the small wings on the collar.



* * *

THE WIDE LAPEL on both sack coats and on overcoats is being favored by some of the manufacturers. In fact some of the overcoat models show the lapel in triangular shape—just about as broad as the length.

* * *

THERE IS NOW AN OVERCOAT model being put on the market in which the balmacaan model and the convertible principle are combined, the bid for popularity being made on the ground that the Prussian collar of the balmacaan is not satisfactory for all occasions when such a coat may be worn.

* * *

ONE OF THE NEWER THINGS IN SHIRTINGS being shown by furnishers who do a custom trade is a Norfolk model. The strap effect is produced by heavy pleats and the garment is a very attractive one for the Summer trade.

COMPARED WITH SOME of the novelties in the hat trade this season the sennit is almost a smooth material. There appears to be no limit to the extremity of roughness in effect which finds popularity.

* * *

SHIRT THAT IS BEING SHOWN IN PARIS. The collar is entirely new and presents some attractive features for outdoor wear. The garment is known as the

"American" shirt, although it has been originated on the other side of the water evidently.

* * *

A NEW SUMMER COLLAR importation is the Pall Mall which is made similar to the curved corner model but has the appearance of being squeezed down in front with the result that the vent is much wider and the curve more pronounced.

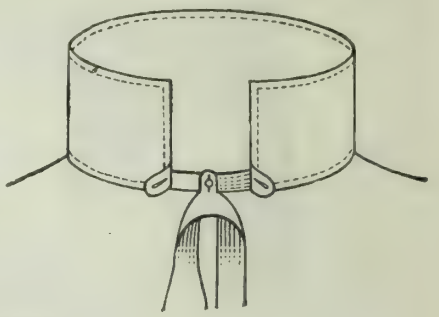
A U.S. HOSIERY house reports that there is a big demand for light shades in both the gauze silk and pure silk lines for men and women. White, pearl gray, mode and the new Palm Beach shades are very popular.

* * *

DURING THE RECENT visit of King George to Paris neckwear manufacturers took advantage of the opportunity to get out a novelty. This was a four-in-hand with a shield in the center of the scarf end, coming just under the knot, which bore the design and colorings of the Union Jack.

* * *

A NEW STYLE OF DRESS TIE is shown by Horn, of New York, as here illustrated. The novel feature is the attachment which fits over the end of the collar button and under the collar and holds the tie in position, thus getting over one of the difficulties of keeping the dress tie in its place.



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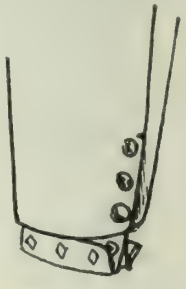
THE LATEST IN DRESS HATS show an even stronger tendency towards the tapering crowns and there are some extreme models which appear as almost direct copies of the head coverings which are associated in the popular mind with Irish melodrama.

* * *

WITH THE OUTING shirts for the hot days a novelty is being introduced in fancy pearl buttons which can be detached when the garment is sent to the laundry. The buttons are are on a narrow tape and instead of being sewn to the material they go through button holes, the shirt front being made with two rows of these holes.

* * *

HERE IS SHOWN a fancy soft cuff on a silk shirt which was worn with a morning coat and seen in London. It indicates that the demand for hot weather comfort is overcoming some more of the conventions in dress.—From Men's Wear, New York.



* * *

IT IS NO LONGER a joke to speak about putting on Summer garters; garters for the hot weather are being made by several manufacturers. There are two styles which have been advertised, one with the band material narrower than formerly, while another is made of mesh and is supposed to relieve the hot feeling around the leg.

* * *

ONE OF THE LATEST novelties in neckwear introduces a butterfly design in a big range of color combinations.

Special Fixtures in a Montreal Men's Store

Brass Rod Along Front of Wardrobes for Displaying Suits — Stock Boxes of Uniform Color—Case for Gloves Giving Good Chance for Display—Only Two Sales a Year.

By a Staff Correspondent.

MONTREAL, July 13—(Special). —The new men's furnishings and clothing store at 482 St. Catherine street, west, Montreal, which was opened a couple of months ago by B. H. Swift & Co., has a number of features which mark it as out-of-the-ordinary. One of these is the lighting arrangement, by which a soft and mellow glow is diffused over the store. The store is long and narrow, the front getting daylight from two large show windows and the rear being taken care of by a large skylight. While this light is sufficient on a very bright day, it is necessary to have artificial light for the dark, dull days as well as at night, and this is supplied by a number of ceiling fixtures which throw the light upward against the white ceiling, from whence it is reflected downward. The lighting effect is the nearest to real daylight that Mr. Swift was able to find. He got the idea from Altman's of New York, where it was very highly recommended, and he considers it an important feature, inasmuch as it enables his customers to see the exact shade of the cloth.

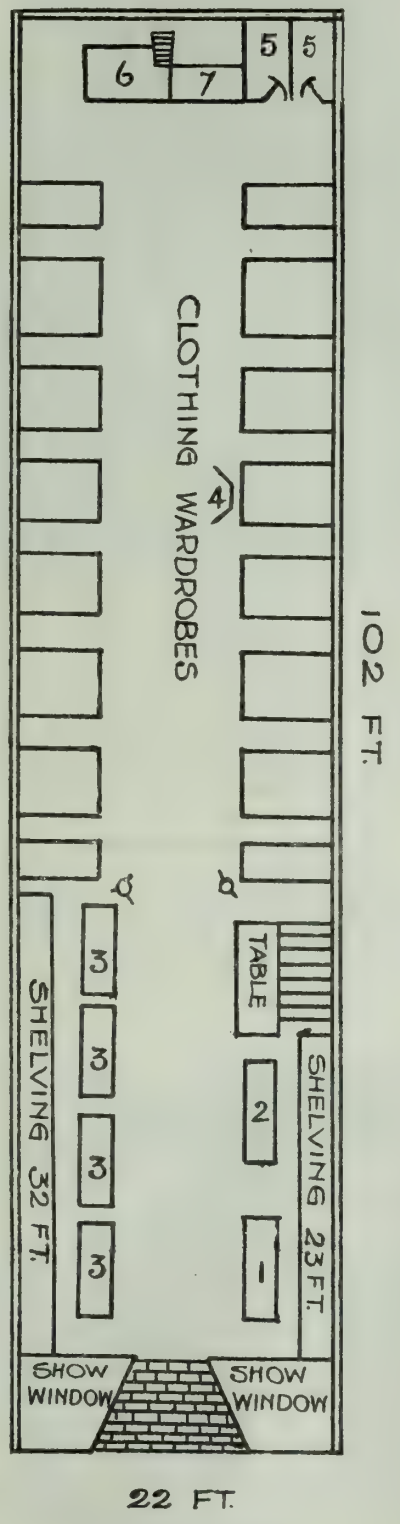
Special Wardrobe System.

Another feature of interest is the wardrobe system for handling suits and overcoats. These wardrobes occupy 52 feet of space along both sides of the store and were made specially to order. They are about 5 feet in height, with glass paneled tops to admit light, and are open at both sides with three-foot passages between. The two end sections are 2½ feet in width and the center sections are 4 feet wide. The garments are placed on hangers and suspended from a heavy brass rod, two rows in a section. **Along the front of each section is a horizontal brass rod from which suits may be suspended for display purposes,** or hung up temporarily when being shown to a customer. This is considered a much better plan than to throw the garments down on a table where they get mussed up and disordered.

In showing suits it is customary for the salesman to ascertain from the would-be buyer the style and shade preferred. With this idea to work on, he can then select a few suits which he considers likely to please, or if desired the customer can step inside the wardrobe and point out from the array any garment he would like to examine more closely. This is then taken out, and it is in the process of trying on a coat or in looking over several different models that the rods along the front of the wardrobes come in handy.

There are fitting rooms at the rear where the entire suit may be tried on.

The tops of the wardrobes are utilized for show purposes and attractive trims, which are changed frequently adorn them.



PLAN OF STORE.

1, Show case, furnishings; 2, show case, gloves; 3, show cases, shirts, haberdashery; 4, triplicate mirror; 5, fitting rooms; 6, cash desk; 7, proprietor's desk.

22 Feet by 102.

The store is rather out-of-the-ordinary in dimensions. It is about 22 feet in width, but extends back about 102 feet. The rear portion is lighted by a large skylight, as previously mentioned, so that all portions are equally bright. The front of the store is laid out with shelving on either side for the stock of furnishings.

The stock boxes are uniform in color, and shirts, collars, underwears, etc., are kept therein free from dust. Silent salesmen counter cases are used for displaying shirts, ties and haberdashery in general, and there is a specially designed case for gloves. This case measures 26 inches across the top, is eight feet long and the upper glass portion is 10½ inches deep. It overhangs the base seven inches. The base is used for stock and the top for display. Attractive trims are arranged along the top of the shelving and small counter fixtures for ties, belts, collars, etc., are used on the counters. Several forms are utilized for showing raincoats and overcoats.

A cash carrier system has been installed, stations being located on either side of the store and the cash desk at the rear. A reserve stock is kept in the basement.

Only Two Sales a Year.

Mr. Swift has had considerable experience in the clothing business and was for four years clothing buyer for Goodwin's Ltd., of Montreal, leaving there to open up the present store. He is a firm believer in advertising and uses generous space in the local papers. He is counting on getting and holding business through giving prompt and satisfactory service, and by buying often and turning stock over quickly while it is new and fashionable. He is opposed to sales except twice a year, Spring and Fall, to clear out slow-selling lines.

How Big Western Store Displays its Goods

Devices That Have Been Adopted in Hudson's Bay Co.'s Department in Calgary—Special Arrangement of Clothing by Patterns —Low Hat Cases Easily Reached — Show Cases Packed With Shirts.

By a Staff Correspondent.

CALGARY, July 11.—(Special.)—It has been discovered that men will not trade at a department store where it is necessary for them to go beyond the ground floor. Women are different, and for that reason the ladies' ready-to-wear department can safely be located above. When the Hudson's Bay Co. planned their store, they decided to devote a good portion of the ground floor to men's clothing and furnishings, as near to the main entrance as possible. So important was this matter considered that it was under discussion for a long period.

None of the photographs gives a clear idea of the methods for displaying high-class clothing. These are carried in solid mahogany wardrobes, the glass doors of which slide inside on runners, allowing the racks to be pulled bodily from the wardrobe. These are two-high; i.e., they carry two lines of suits at top and bottom of the rack, this making four lines of closely-packed clothing.

The wardrobes are lined up along the walls of the department, with a fitting-room between each, from which access is secured to the display windows. The doors to these fitting-rooms make excellent mirrors, and the pillars throughout are also mirrored.

Impression of a Large Selection.

A system is followed in the arrangement of clothing in wardrobes. In each they are kept as near to one make and pattern as possible. Silk-lined goods are shown together; also new patterns, grey tweeds and checks, browns, hairline stripes, grey worsteds, blacks and blues, Norfolks, and so on. The effect of four rows of grey checks or browns is to give the customer an impression of a large selection, which would not be achieved if the suits were not sorted. It also means uniformity and good appearance.

By examination of the views, the reader will be able to see for himself the type of revolving rack in use. Here are shown three smaller wardrobes, with glass roofs, these being only one-high, with two rows of suits. Through the glass roof one can plainly distinguish the spindle around which the clothing revolves. This, as explained before, can be pulled completely outside the glass case.

Cheaper clothing is handled on mahogany tables, equipped with drawers for carrying odd trousers, vests, and other pieces that would look unsightly above. On the tables men's suits are carried ranging in price from $12 to $50.

Boys' and Children's.

The boys' and children's section is located separately. The better grade of goods, ranging in price from $12.50 to $18, are carried in smaller glass wardrobes on revolving racks, similar to these just described. Cheaper lines are shown on tables, the drawers beneath being utilized for holding knickers and other lines of merchandise.

Different models of new suits are displayed on the glass roofs of the wardrobes, a finishing touch being given by artificial palms and flowers.

Passing mention should be made of an excellent display of boys' clothing, in silent salesmen, situated on the main aisle. At the time of the writer's visit to Calgary, black and white checks were on view, with hats and caps to match. These were shown on various models, both in and on the cases, which were illuminated.

If the reader will refer to Fig. 3, he will catch a glimpse on the left of the men's hat section. The case shown is seen from the rear, but it will be noticed that the hats are ticketed from this side, and can be reached. This is to enable a salesman in the clothing department to effect a hat sale without having to direct his customer around the case to the hat section.

The hat case is low, much lower than in the average men's furnishing store, about 35 feet long, has sliding doors, and the hats are carried in two rows on brass rods. The drawers beneath are filled with caps. The silent salesmen are kept constantly trimmed with latest

No. 1. Men's furnishings. Note excellent display arrangements for ties, pyjamas, etc., with underwear in shelves to the left.

No. 2. Shirt and collar section. Cases closely packed with shirts in wire racks, arranged according to quality and sizes.

styles. The hat tables between are equipped with machines for punching initials.

Boys' Furnishings.

On the other side of this aisle is the boys' furnishing department, pyjamas, shirts, belts, etc., being carried in silent salesmen. Boys' hats and caps are also stocked here, and are in charge of a very efficient saleswoman.

To the left of this aisle is the men's shirt and collar section. Show cases are densely packed with shirts contained in wire racks. Each case has its own quality of goods, and each rack its size, so that selection is simplicity itself. Some criticism may be leveled at the number of shirts displayed, but it will be seen that if all these shirts were carried in boxes, a much bigger department would be required. Then, again, the whole of the stock is displayed, which means larger sales. It will be noticed that soft cuff shirts, silks and taffetas are shown in cases behind the counter, with glass sliding doors. Better class shirts, ranging in price from $2.50 to $8, are usually displayed on tables, in individual boxes, which are closed every night. Collars are stocked in a fixture adjacent to the shirt department.

Men's Underwear

Proceeding to the left, beneath the mezzanine floor, is the men's underwear section, where are also carried pyjamas, coat sweaters, and working shirts. The underwear is stocked in open fixtures, and is displayed freely on the polished surface of the mahogany counter.

Men's Furnishings.

The reader need only glance at Fig. 1 to see the location of the men's furnishing department. In the rear is the underwear section just described, and the show case on the extreme left of the picture faces the men's shirt section, so that a customer who has purchased a shirt has only to turn around to secure neckwear to match.

The method of carrying neckwear is one of the neatest the writer has seen. The fixtures, with their glass fronts, ar-

(Continued on page 60.)

No. 3. Showing type of one-tier wardrobe with glass top. Hat case on extreme left.

Tell the Customer About the New Stuff

Great Variety of Furnishings and Novelties in Modern Men's Store Demands That Salesmen Should Study the Power of Suggestion—Make Use of the Positive Tone When Talking of the New Things—Where $5,000 Came in.

Third of series on salesmanship by J. Willoughby.

A SUPPLIER of men's needs, who is in the front rank of haberdashers in Canada made the statement to me not long ago that there was in his store to-day five thousand dollars' worth of stock that was not required five years ago. This did not refer to the increased volume of business, but illustrated the point he was making, that there is nowadays such a variety of models and styles in clothing, in hats, in shirts, neckwear, etc., that in his store it meant that it took five thousand dollars more to keep the different lines and ranges stocked than it did five years ago.

Where the $5,000 Comes In.

That five thousand dollars bears a direct relation to salesmanship, or perhaps it would be better to say a double relation. In the first place if a store increases its stock by five thousand dollars there must be a larger turnover—more goods sold—and in the second place if the different lines of goods for men have spread out to that extent, then there must be a greater field for the right kind of selling to supply the want of the individual. Here let me emphasize again the point made previously that there are no two tastes alike and that it is for the clerk to study the customer with the idea of finding out the characteristic features of that man's idea of what he should wear—it will be for him to decide whether the better course would be to coincide with those views or to make suggestions.

Selling to men a decade ago was an entirely different proposition from what it is to-day. There was a time when men could pretty nearly buy as well by mail as by entering a store personally; everybody wanted the same thing and for the average man there was nothing of individuality about his apparel. Manufacturers did not give much attention to catering to the individual taste and a man would probably be as well suited with a necktie purchased by his wife or his grandmother as one picked out by himself. But now all is different.

Individual Selection Necessary.

To-day, with the great variety and range which is to be seen in every article of apparel an individual selection is necessary. It is in assisting in making that selection that real salesmanship lies, whether it be for a suit of clothes or a pair of socks. The salesman should endeavor to sell the customer something which in his judgment will gives satisfaction and will be in good taste, but great care and judgment must be used in the extent to which the patron is influenced. There are some men of positive disposition and ideas who will come into the store and demand a tie that will neither suit their complexion nor the clothing they may wear with it, and the best thing the clerk can do is to pass it over and say nothing, for the customer will probably never develop enough taste to know the difference. There are others who would welcome a suggestion as to a color shade. It all depends upon the man and it is here that a knowledge of human nature is necessary.

An Aversion to Red Neckwear.

I can still remember an experience of my own in connection with buying cravats which brought home to me strongly the influence that an experienced clerk can have if he uses good judgment. When young I had a pet aversion to red neckwear and I was of such a dark complexion—and of course still am, only more so—that it was the one color best suited to me. One day a salesman whom I knew well personally, undertook to tell me something about what I should wear around my collar. Taking out a tie of dark red he siezed the right moment to put it around my neck loosely and pushed the ends inside my coat. It was not a perfect effect but enough to get the idea, and since that day there have been few cravats that I have purchased in which red has not been the predominating shade. The same clerk could not have done the same thing with every customer who came into the store, but the general idea is one worth consideration.

Make Suggestions.

Making suggestions in the men's furnishings business to-day is a necessary duty of the salesman, that is, generally speaking. The average man who goes into a store looks to the salesman to help him in his selection. Of course he does not walk up to the counter and tell this to the clerk; it is something for the clerk to know, but something he should not let the customer know that he knows. A salesman can often make forceful suggestions in such a subtle manner that the patron will think they are his own.

The frequency with which styles change at the present time and the number of novelties which are being introduced for men to wear make it necessary that the salesman should pay considerable attention to the education of the customers of the store. The average man cannot devote the time which would be necessary to keep him in touch with what is being done by the manufacturers—if he did nowadays he would probably not have time enough left to attend to that daily occupation which means the money to make purchases. He is open to suggestion and will usually be found interested in the new things which are appearing. An up-to-date store must carry the new stuff. One man says it means five thousand dollars in his store and others will be in the same position. The way to sell the new stuff is to show it to the store's patrons.

The best way to bring novelties to the attention of the customer is to keep posted on what is doing in the fashion centers and be able to talk smoothly of what well-dressed men are wearing where men are well-dressed. It is not difficult to get this information if the trade journals are studied as they should be. Sometimes photographs taken from illustrated publications can be used to advantage on neat cards to show that a certain novelty is being worn by well-known men.

Following Up Window Suggestions.

The new things which are being shown should be put on display in the windows, but see that the display is an effective one or they had better not be shown at all. A patron of the store is almost certain to notice what is in the windows. He may or may not mention what he has seen but he is likely to have retained an impression. This is where the salesman can do good work. The window suggestion is often half a sale if it is properly followed up. Bring up the new stuff in a positive manner if you

(Continued on page 59.)

Large and Indefinite Patterns in Neckwear

Vague Designs and Rich Colorings Worked Out in Large Four-in-Hands for the Fall Neckwear Business—Under the Knot and Border Designs Still Making a Bid for Popularity—Some Basket Weaves.

THE neckwear situation, while covering almost everything that is possible or impossible in the way of color and design, is beginning to shape itself for the Fall and Winter business sufficiently to bring large, indefinite patterns, cut in large shapes, and with the colors toned down, to the top of the heap. These large patterns cover in themselves a very large range of color combinations, but they are usually in dark reds, greens, blues and browns and made of all silk satin goods which give some splendid shot effects. Some of the old staple colors will be found predominating, such as red and black, gold and black, etc., but the patterns are such that the toning down of the high colors is lost sight of in the general impression which is hardly one of quieter effects.

Under-the-Knot Effect.

In this country there is every indication that the under-the-knot effect is going to continue popular with and without borders. A Canadian manufacturer makes the statement that this style of tie will be strong for Fall and Winter although there is an attempt on the part of American manufacturers to put it out. His conclusion is that the latter cannot make the particular wave successfully, most of the materials being imported from England.

About the only thing that is being much shown in goods which might be said to have a definite or clear-cut pattern is the basket weave, and this is coming in a larger design which gives the impression of a much coarser material. The color contrasts are very emphatic in this style of goods which in this respect is altogether different from the new tendency.

Largest for the Money.

As to design, it is the large four-in-hand to the front. The "largest tie for the money" seems to be the idea of the trade, and when the large shapes are made with the very high class silk satins then there are bigger prices. The stylish man this Fall will pay more money for his neckwear than he has for some years. Not only is the knot large, but the scarf ends are being made larger and larger and on some of the new styles the amount of silk is increased by a number of folds.

The influence of the cubists and the other ultra-modern schools of art is being felt in connection with neckwear and there is no saying where this tendency may take the designers in their search for something new and novel.

Showing the newest tendency in neckwear, huge patterns in rich and fiery color combinations in rich, heavy satin-silk. Some of the effects are very beautiful, and the shades employed are darker than for several seasons. Shown by Wm. Milne.

TELL THE CUSTOMER ABOUT THE NEW STUFF.

(Continued from page 58.)

think it is something in which the customer is likely to be interested. Don't ask him if he does not think that such and such an article is "nobby," or "effective;" tell him that it is nobby or effective. Don't say that you think such and such a cravat would suit him; if you think so tell him that it would suit him.

Suggestion can be made responsible for a great many sales, but suggestions must be backed by judgment and judgment is largely the result of studying the customer.

Jobbers' Profits

Wholesalers Tell the Manufacturers at Philadelphia Convention About the Small Profits They Make—Working Close Together.

RELATIONS between knit goods, jobbers and manufacturers were discussed at the tenth annual convention of the National Association of Hosiery and Underwear Manufacturers of the United States, at Philadelphia, by President Smyth and Secretary Fernley of the National Wholesale Dry Goods Association. The latter made the statement that it cost the jobber 13 to 15 per cent. to take the manufacturer's goods to the retailer while the average net return was about 2 per cent. and the average turnover did not exceed 4 per cent. The return, therefore, was very small.

President Smyth dwelt upon the very friendly feeling existing between the members of the different organizations. The knit goods buyers, he said, realized that the interests of the manufacturers and the wholesalers were mutual, and that helpful aid had been given along the line or standardizing sizes. He laid particular emphasis upon the importance of the jobber in relation to the business generally.

1,000 MEN MAKING GARTERS.

There recently appeared in a popular United States weekly a full-page advertisement of men's garters, which goes to show to what extent business in small things can be developed. This ad stated that the firm using the space had developed in twenty-seven years from a business in one small room to a huge manufacturing plant, employing one thousand operatives. This is certainly an age of specialization in manufacturing.

Play Suits and Uniforms for the Boys

Now is the Season When the Little Man is Much at Play—Serviceable Clothing, and Not Much of it, is What is Wanted—Scout Idea Has Developed the "Grown-up" Idea in Play.

THIS is a good season to call attention to the lines of Summer clothing for the boy. The school bell will not be heard again for weeks and play has taken the place of study in the routine of the youth of the country. This will be a hard period upon the clothing of the rising generation and careful mothers are looking for something cheap and serviceable and of material suitable for the hot days and vigorous exercise.

The usual Summer uniform of the boy is simplicity itself; there is little more or less to it, from the standpoint of style, than the uniform of a hod carrier and considerably less as to extent. The Summer definition of a boy might be put down as something like:

> "The male of the species of uncertain age, but usually between five and fifteen clad in a pair of kharki knee trousers upheld by means of a belt and a shirt of the same or some other equally serviceable color with the collar attached, a hat and a pair of running shoes; this to be mixed with health, good spirits and devilment in about equal quantities."

Of course there are boys and boys, but this hits the average about in the middle. Exceptions there are as to the nature of the being and exceptions also as to the clothing. Sandals may be used for the feet instead of running shoes——with stockings optional—or the neither digits may be allowed full freedom to encounter stones, thistles and railroad cinders. The trousers or pants may be extended after the fashion of grown-ups, and overalls are sometimes worn, and there may be some differences in material but these things do not get away from the general idea. Light trousers of washable material and white shirtwaists make a nice combination for the little man but usually this will be found suitable for wear a little more formal than the regular daily escapades. For dressing him up there are tasteful suits of white serge or other light Summer material but for the usual boy the regular program is to be dressed up as seldom as possible, and the rough and ready apparel is the thing that will be in demand.

Developing Play Suit Business.

A feature of the boys' suit buisiness for the Summer season which has been developing very rapidly of late years is the supplying of play suits and uniforms. The uniform idea has been brought rapidly forward by the Boy Scout movement and the general interest which has been displayed by boys in the Scout work. There is a good branch of the business to be developed in selling scout uniforms, either official or otherwise.

However, the play spirit of make-believe, and imitating the grown-ups, has not stopped with the Scout movement.

AMONG THE AD MEN.

DURING the convention of Ad men in Toronto there were noticed:

A sailor straw made of material so coarse that the weaving took on the appearance of twisted rope. It had the heavy English crown.

A sack coat cut with only slight regard for the English tendency in clothing, with the back giving a square cut rather than slim effect. The front was held by one button and the roll came unusually far down.

A sailor straw, in which the droop effect was introduced in the brim The brim dipped down all the way round like an inverted plate.

A form-fitting overcoat cut with close waist and ample skirt, which formed a sharp contrast to the Balmacaan and other loose models. It was of dark brown material.

The scout idea gives the play idea of some reason for scouting, and as it is more realistic to the boyish mind to sneak after redskins than after other scouts, there is a demand for Indian uniforms and feathers. There are other scouting uniforms which appeal more to the boyish mind than the regulation uniform, and there are cowboy suits which fit into the youthful idea of life on the prairies.

For Baseball Nines.

A good line to give attention to from the boy's trade standpoint is the baseball uniform. Canada is a close second to the United States for interest in the great Summer pastime, and in the cities there is not a vacant corner lot which is not a home diamond for some juvenile nine. The spirit of the boy to do as his elders can be counted on here for orders for baseball uniforms, particularly if there is a boys' league organized as is usually the case. If one of the teams secures uniforms it may be taken for granted that the others are not going to be far behind.

A Single-piece Bathing Suit.

Boys' bathing suits too are a good selling line for Summer for wherever there is water which can boast of the proportions of a swimming hole, up to the ocean beaches, there will be found the boy on the hot days. One of the latest models which has been brought out for the boy is a combination one and two-piece garment; it is really a two-piece garment attached with the result that there is an overlapping skirt and the appearance of the usual two-piece suit.

At this season merchants might well give some attention to boys' clothing in their window display plans. Attractive settings for play suits can be very simply arranged. A very effective showing can be made with a camp scene, a couple of figures and a tent being the principal requirements.

HOW BIG WESTERN STORE DISPLAYS ITS GOODS.

(Continued from page 57.)

ranged so as to disappear when not required, are easily seen in this picture. Each "family" is carried in a narrow wire rack, and can be taken from the fixtures to the counter, and shown with the greatest of ease.

The furnishings are distributed among the show cases, one being devoted to white and colored silk handkerchiefs, the next to suspenders and belts, the next to gloves, and so on.

Gloves are carried in shallow drawers, easily shown at the counter. These are divided into sections for sizes, and carry about eight dozen each. There is a separate drawer for each line.

At the main entrance, not far from the shirt section, is a glass case, 12 feet long, containing men's jewelry, including links, buttons, fobs, guards, clips, pins, etc.

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

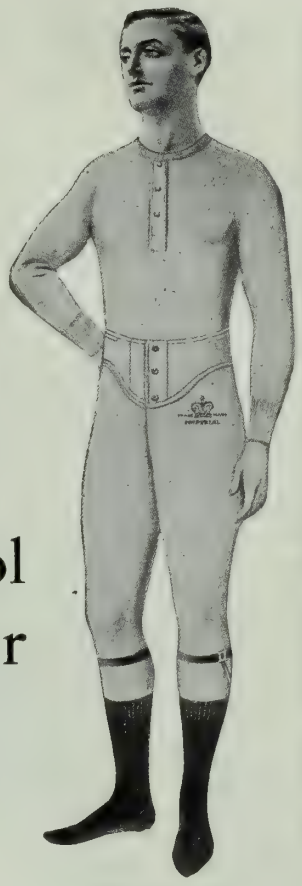
A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

There is satisfaction in handling



Imperial Pure Wool Underwear

Satisfaction for us because our 34 years of manufacture has given us a garment that has attained a standard not yet reached by any other brand.

There is satisfaction for the merchant who handles "Imperial" because he knows the highest recommendation he can give it will be lived up to.

For years the standard of the

Canadian Underwear trade

There is satisfaction to the wearer because of the many exclusive qualities that are embodied in Imperial Pure Wool Underwear.

Goods returned as unsatisfactory are not only a financial loss, but result in a bad reputation for your store. Do as many dealers throughout the Dominion have done for years past—stock this old reliable line and proof your men's department against dissatisfaction.

Men's natural wool, men's elastic knit, men's high-grade Imperial and men's double-thread balbriggan are lines on which we specialize.

Kingston Hosiery Co.

Established 1880

Kingston, - - Ontario

High Crown Sailor Absent from the Polo Games

Smartly Dressed Men at Meadowbrook Had on Wide-Brimmed, Low-Crowned Hats of Rough Material, With Wide Black Bands —Freak Models Said to be Already on the Wane.

NEW York, July 10.—(Special.)—Never in any season have there been so many freak styles in straw hats, and the manner in which the high-crowned models have taken with the public certainly shows that the manufacturers had well gauged the tendency of men to wear something different. But as was the case with the Balmacaan coat, which became a general style shortly after its first appearance, and was very soon dropped by the makers of exclusive garments, for the reason that it got into the cheap lines, so there already is a noticeable change of opinion among the better-dressed men with regard to the high-crown sailor hat. No stronger evidence of this could be obtained than by comparing the high-crown, narrow-brimmed models to be seen in Broadway with the low-crowned, broad-brimmed styles of rough straw which were generally worn in and about the Meadowbrook Clubhouse and in the west stand during the polo games—and it is at the polo games that the best display of styles is to be seen on this side of the ocean.

No High Crowns or Fancy Ribbons.

On the Meadowbrook lawn the hat that was outstanding with the smartly-dressed men was the Italian leghorn with wide brim, plain black band and quadrangular shape crown. Next to the sailors, these leghorns were the most numerous. There was not a single hat of the high-crown design to be seen on the lawn, nor were there any narrow ribbons or fancy bands. The bands were wide, an inch and a half to two inches, with plain conservative old-fashioned bows. The sailors were, of course, in the majority, but there were quite a number of panamas. These usually had the round crown without indentations, plain black two-inch bands and rolling brims. The rims in no case were turned up or down at either back, front or side.

The hats worn at the polo games certainly showed the tendency of the well-dressed man to get away from anything in the way of freak styles, and it looks as though the high-crowned sailor, which sprang into the limelight in a few weeks, was going to die as the result of its own popularity. To keep a style alive with well-dressed men there must be something of exclusiveness about it, and there is certainly nothing exclusive today about the hat with the high crown.

Ridiculed by Cartoonists.

Already it is reported that the campaign of ridicule which is being carried on in the newspapers by the cartoonists and humorists, who are always ready to make capital out of anything that will tickle the funny bone of the public, is beginning to have its effect in the order end. One manufacturer makes the statement that his competitors are suffering from the novelty-at-any-cost disease; that in the past the idea has been novelty at any cost, and that it is being overdone. Many manufacturers are getting the tip from the retail outlets to let up on the freak styles, and it is a pretty safe prediction that there will be more conservative models shown for next year, especially for the better-class trade.

There is some speculation in the trade as to the effect of the change of opinion with regard to the straw models on the stiff and soft felt hat orders, and whether changes in the direction of conservatism may be looked for in these departments of the hat business also. However, this is not considered very likely, as there does not appear to be an alternative course open for the designers.

Mackinaw Coats are Stronger

THE Mackinaw coat gives every indication of being a popular seller again this Fall and Winter —even more so than a year ago. This garment is coming to be considered as less of a novelty, and its warmth and usefulness are more generally recognized. While, of course, it will continue as a strong favorite as a garment for the woods, where activity of the limbs is desirable, and for those who are driving horses, there is now a demand for this garment for Winter sports' wear and for general use. It is also popular with auto drivers who desire to have freedom in the control of the clutch, transmission and brake. Women, too, are following the style, and there are some striking designs which have been used for street wear.

Various Styles.

Mackinaws are made in a variety of styles—the double-breasted, the single-breasted and the Norfolk—and with these there are different combinations with the shawl or military collars. The materials are mostly in dark color combinations, with large and indefinite checks; there are reds, browns, blues, greys, and whites used in combination with black. For ladies lighter materials are used, and the models are, of course, more shapely. Added effects are also given by fancy cut pockets and cuffs and the use of buttons; in the majority of the models the belt is used.

Business in West Picking Up

Mackinaw coats are usually classed with the heavier clothing, and there is a good business in the districts where there is outdoor work for the Winter season. Important shipments are made to the West, and the manufacturers of this line and other heavy clothing for the western trade report that business for Fall is picking up again, and that they are making shipments to the prairie and mountain sections which are very satisfactory in view of the general conditions. These lines include heavy shirts, sheepskin-lined coats, mocassins, leather and woolen mitts and gloves, etc. Needless to point out in connection with this business there is little tendency to change the styles, and it is service first that the trade is looking for.

Frost-defying Glove.

Gloves and mitts for the man who works out of doors go from season to season without change. For the western business, where there is severe cold to be defied, warmth is the first consideration, and large leather mitts are made expressly for the purpose of being worn over woolen ones. For the Yukon trade there is a real buckskin glove made to fit over a silk glove, and the combination is said to be a splendid frost-defying one.

The Postmaster General versus the Merchant

A Complete Review of the Events Following an Attempt by Hon. L. P. Pelletier, Postmaster-General, to Secure Power Over the Press of Canada and Thus to Discriminate in Favor of the Big Papers Which Circulate Mail Order Advertising.

A BILL to amend the Post Office Act of Canada was introduced into the House of Commons by the Postmaster-General, Hon. L. P. Pelletier, during the session of Parliament recently closed. After certain amendments had been proposed and the bill had been passed back and forth between Commons and Senate, it was found that a satisfactory agreement could not be reached and the bill was not passed. The Postmaster-General has since, in a statement sent broadcast throughout the Dominion, made the charge that his bill was killed by the Liberal majority in the Senate, laying stress on the fact that thereby some 1,400 postal employees are deprived of an increase of salary provided for in one clause of the bill.

Under the circumstances it is felt necessary that a full explanation should be given to the public, not only in regard to the terms of the proposed legislation, but also with reference to the manner in which it was introduced. The explanation will serve to make clear the attitude of the press of Canada in opposing the bill, and, if it bears hard on the Postmaster-General, it must be borne in mind that he has forced the press into a defensive attitude. The question has never been a political one in any sense of the word—which is attested by the fact that the publishers of Canada, Conservative and Liberal alike, have opposed the measure—and it is largely to remove the impression that it is a political issue that this explanation is made. It is felt also that the public, being directly interested, should be fully informed in the matter. If legislation detrimental to the publishing business were put into force, the public would suffer either through a curtailment of service rendered by newspapers and periodicals or the other alternative of higher subscription and advertising rates.

A Plea For Higher Rates.

In order to give a clear understanding of the case, it will be necessary to review the matter from the very beginning. During the administration of Sir John A. Macdonald, newspapers and periodicals were carried in the mails free in recognition of the educational and national work they were doing. As the expense of distribution grew, however, the Post Office Department felt that this privilege could no longer be extended, and during the tenure of office of Sir William Mulock rates were fixed of ¼ cent and ½ cent a pound on all second-class matter. Later the Senate reduced this to ¼ cent all round. It was recognized that this change would completely upset the plans on which publishers had been basing their operations, and accordingly some papers were allowed five years in which to adjust themselves to the new conditions.

Nearly two years ago the Postmaster-General, Hon. Mr. Pelletier, notified the Canadian Press Association (which includes in its membership a very large majority of the publishers of Canada) that a higher rate of postage would be necessary on second-class matter. The publishers promptly informed him that, if it were found that conditions warranted it, they would cheerfully comply with whatever Parliament in its wisdom and after careful investigation found was right. In order to secure information on the relation of the increased cost of mail service to the carrying of second-class matter, the publishers employed M. E. Nichols, then the editor of a Winnipeg Conservative daily, to prepare a report for them. This report was submitted at a special joint meeting of the Canadian Press Association and Canadian Press Ltd., held in Toronto on November 20, 1913. In it Mr. Nichols dealt with the congestion in the mail service. He went further and appended a series of recommendations as to new rates and regulations which the Canadian Press Association should, in his opinion, suggest to the department. After some discussion, the Canadian Press Association accepted some of his recommendations, amended others and struck out others altogether, agreeing on the whole to an arrangement that would mean a very considerable increase in rates. The report as thus amended was submitted to Mr. Pelletier at once by Hal. B. Donly, president of the Canadian Press Association, and J. F. MacKay, president of Canadian Press Ltd. It is reported that Mr. Pelletier expressed the opinion that the suggested arrangement was generally quite satisfactory, but that there were some features included in the original report which he wanted re-inserted. As the original report had been a strictly confidential one, the question may be asked how information as to its contents had become known to the postal authorities. Finally, the Postmaster-General stated that the recommendations would be considered and the views of the department submitted in a short time, when, he urged, another meeting of the Press Association should be called at once to consider his proposition.

The promised memorandum was never supplied although the Association made repeated requests for the information.

Before going any further it will be necessary to show what excuse Mr. Pelletier had for not fulfilling his promise. The Canadian Press Association heard nothing from him until it was discovered that on May 4 bill No. 147 had passed the House of Commons containing a clause which took the fixing of postal rates on second-class matter out of the hands of Parliament and vested it in the person of the Postmaster-General. Prompt steps were taken to oppose the measure in the Senate—the only recourse left—and in the course of the fight which ensued a deputation waited upon the Premier, R. L. Borden and the Postmaster-General to protest. Mr. Pelletier defended his action in bringing the bill forward before carrying out his promise to submit a proposition to the Canadian Press Association by stating that, at the conference with the two presidents, they had agreed to have M. E. Nichols prepare a supplementary report for him, and that as a result of the non-receipt of this report he had not been able to submit the promised memorandum. In reply, President Donly expressed his clear understanding that neither he nor the president of Canadian Press Ltd. had agreed to have Mr. Nichols, who was present, prepare a supplementary report. He remembered that during the interview the Postmaster-General had asked Mr. Nichols to secure some information regarding the custom in certain countries of grading newspaper rates according to the proportion of advertising to reading matter. This request was proferred by the Postmaster-General himself in quite an incidental manner, and it was clearly the understanding of the two presidents that this report had nothing whatever to do with the arrangement that the department was to submit an early memorandum to the Canadian Press Association covering the official proposals. **That the supplementary report was to be prepared for the Post Office Department has since been confirmed by Mr. Nichols himself.**

Clearly, therefore, in failing to keep to his arrangement with the Canadian

Press Association and in seeking to put through legislation which would give him the whip hand over the publishers before submitting his proposals to them, the Postmaster-General was not playing fair.

The Introduction of the Bill.

This charge of unfairness will seem mild when the circumstances surrounding the introduction of Bill No. 147 are reviewed. The newspaper parliamentary reports of May 5 contained an item to the effect that on the preceding day a bill to amend the Post Office Act had been given its third reading and passed in the House of Commons. That was all that was said. No references were to be found as to the nature of the amendments. But when the Hansard reports came to hand it was found that Bill No. 147 contained a clause which took out of the hands of Parliament the right to fix the rates on second-class matter and transferred that power to the Postmaster-General. No notices had been sent out of this bill. The members themselves were ignorant of what it was for. When the House went into committee on the third reading, Hon. Mr. Graham asked the Postmaster-General what changes were to be effected, receiving the following reply:—

" The main object of the first change —that is, in paragraph E—is to make it clear that the right of looking at newspapers, parcels, and so on, is absolutely confined to those, and that there is no right to open letters. The section as it stands at present, as my hon. friend from Rouville (Mr. Lemieux) knows, leaves the question open as to whether or not it is right to open letters. I want to make it clear that the right does not exist. We are amending the clause so that there is no possibility of doubt, by inserting the words, ' except in the case of letters.' **There are other matters of detail, but this is the main object of the clause.**"

Now let us see exactly how clause E reads:

> (E) "Established the rates on postage on all mailable matter, not being letters, and prescribe the terms and conditions on which all mailable matter shall, in each case or class of cases, be permitted to pass by post; and, except in the case of letters, authorize the opening thereof for the purpose of ascertaining whether such conditions have been complied with."

It will be noted that the " main object of the clause " is added at the bottom, while the " other matters of detail " include the right to arbitrarily fix rates on second-class matter **in each case or class of cases.** A mere " matter of detail," this power vested in the hands of one man which would enable him to fix, if he so desired, prohibitive rates, to put any or all classes of publications out of business!

Mr. Pelletier's misleading explanation of this clause in the House can be accepted as proof of either one of two things.

First, he did not himself realize the importance of the first part of the clause.

Second, he was deliberately endeavoring to deceive the members and rush the bill through before its real importance became known.

The first explanation is not tenable. Mr. Pelletier is an able man, a man of broad experience and considerable astuteness. No one would insult his intelligence by assuming that he really believed that the question of taking from Parliament a power which had been vested there since Confederation, a power which might involve millions of dollars, was a mere " matter of detail " —an item of minor importance as compared with the rest of the clause which fixes that the Postmaster-General can open newspapers but not letters! It is not to be thought for a moment, we repeat, that the head of the most important administrative department could be deluded into actually believing anything of the kind.

But, further, if the right he was thus prepared to assume of fixing second-class postal rates was a mere " matter of detail," why did he hold up the whole bill when he found that this one " matter of detail " was not acceptable? The bill also provided increases for some 1,400 employees of the department, who are badly in need of the raise, he says. If a little " matter of detail " could not be adjusted, why did he not accept the amendments and let the bill go through this session? The " matter of detail " could be fixed to his satisfaction at the next session and, not being of sufficient importance to be worth explaining even to the members of the House, it could not matter much either one way or the other.

No. The Postmaster-General's subsequent course bears convincing testimony to the fact that this mere " matter of detail " was to him the most important part of the whole bill. Why, otherwise, should he permit his whole bill to be shelved because of it?

If further proof of the purpose of the astute Postmaster-General is required, the following facts will serve to establish the contention that he deliberately attempted to rush the bill through before interested parties would have a chance to stop it.

When it was learned through the Hansard reports that this bill had been passed in the Commons, the secretary of the Canadian Press Association sent a request to the Post Office Department for a copy. The reply received from Dr. Coulter, Deputy Minister, was dated May 8 (the bill passed May 4) and read in part:

> "With reference to your letter of the 6th inst. asking for copy of the Postmaster-General's Bill to amend the Post Office Act which passed its third reading in the House of Commons the other day, permit me to say that none of these will be printed until the bill has been signed by the Governor-General, and when this has been done, I will be pleased to immediately send you a copy."

Yet the fact remains that hundreds of copies of the bill had been printed.

The secretary of the Canadian Press Association received copies of the bill from another source, the day before he received this letter from Dr. Coulter in which the latter states that the bills were not yet printed!

Why had not a copy been sent to the Canadian Press Association? Surely the interest of newspaper publishers in the proposed change was sufficiently great to entitle them to a copy of the bill pending! Why was the request for a copy refused?

Why Fight Was Carried to Senate.

If the purport of the bill had not been discovered, almost by an accident, the measure might have passed through the Senate in the same quiet way that it slipped through the Commons, before the publishers received copies of the bill. They would not have learned of the new power acquired by the Postmaster-General until it was too late to even protest. Can it be that this contingency had been foreseen, had in fact been counted upon?

Mr. Pelletier at various stages of the fight complained of what he termed the unfairness of publishers in carrying the fight before the Senate, a body politically opposed to the Government and himself. By skilful manipulation of this complaint he has endeavored to create a political issue out of it and to make it appear that his bill was thrown back through the caprice of a hostile second chamber instead of as a result of the opposition of a united press.

As a matter of fact, the bill had passed the House of Commons before the publishers knew that such a piece of legislation was even contemplated. What course was left but to fight it in the Senate in sheer self-defence?

The publishers of Canada would have much preferred to have fought the bill on the floor of the House, where the question could have been thrashed out without any suggestion of partyism creeping in. Mr. Pelletier was afraid to have the bill discussed in the House. He has openly avowed his fear. If he felt that his measure would be beaten in the Commons, where any party bias would be in his own favor, why does he charge that its practical defeat in the Senate was due solely to political animosity?

As a matter of fact, the press has presented a united front on this question. P. D. Ross, editor of the Ottawa Journal, who led the fight for the Canadian Press Association, is perhaps the foremost

newspaper supporter of the Government and who because of this very justly commands the respect and confidence of the Prime Minister, more perhaps than any journalist in Canada. Many of the publishers who went to Ottawa to protest were strong Conservatives. Opposition in the Senate did not come from the Liberal side of the House alone.

What is more, if the issue is reviewed next session, the publishers of Canada will go before the House of Commons to present their case, and if Mr. Pelletier relies upon carrying his point by appealing to sheer party loyalty, he will undoubtedly meet a series of surprises.

The amendments proposed in the Senate, which Mr. Pelletier refused to accept, were framed with an earnest desire to make the bill workable in the interests of both departments and press. It is not stretching a point to assert that the objections raised by the Senators were precisely what Mr. Pelletier would have encountered in the House had the members been aware of the purport of the bill when it was first introduced.

Objection Based on Principle.

The publishers of Canada objected to the bill purely on principle. It is contrary to the spirit of the British constitution for arbitrary powers to be vested in one man, without the right of appeal to Parliament. What sane man would suggest that the fixing of the tariff should be placed in the hands of one member of the Cabinet? In a lesser degree this is exactly what was contemplated in the postal amendment. It would rest with the Postmaster-General to say what rate must be paid on the printed matter circulated throughout the Dominion.

The danger would be two-fold. Not only could an unscrupulous official unfairly penalize any paper or class of paper, and discriminate against papers for party purposes, but the man responsible for the fixing of the rates would himself be placed in an invidious position. He alone would have to bear the brunt of discussion and criticism. On that man alone would all the influence of competing interests be brought to bear. Would it be wise to place such power in the hands of one man?

A significant admission was made by Mr. Pelletier before the Senate committee when the matter was first discussed. He had pointed out that the new rates suggested by the Canadian Press Association bore heavily on the metropolitan daily newspapers. "I cannot fight these big papers," he declared. If he feels unable to withstand the influence and power of the metropolitan dailies when the question rests with Parliament, would he not have been even more impotent if the sole responsibility of fixing the rates had been placed in his hands, thus making him the target against which such influence would be directed? In view of this admission, what could the smaller paper, whose interests are almost diametrically opposed to that of the big "dollar daily," expect if the adjustment of rates rested with one man—and that man professedly afraid of the big fellows in the publishing world?

But it is not necessary to go on conjecture alone in considering the effects that the measure would have. At the same session of the Senate committee Mr. Pelletier declared that the publishers need not anticipate any arbitrary use of the power he was seeking to get into his hands. Colonel MacLean, publisher of class papers with a combined circulation of over 100,000, including Printer and Publisher, the organ of the publishing industry, spoke before the meeting, objecting strongly to the proposal. In the course of the discussion that ensued, the Postmaster-General, forgetting his pledge that the power would not be used in an arbitrary way, stated that, if Colonel MacLean would not consent to the proposals, he would impose a rate of 8 cents a pound on class publications.

What more telling proof could have been adduced of the use that might be made of the arbitrary power that the Postmaster-General sought?

A rate of 8 cents a pound would put every magazine, trade, technical, and farm paper in Canada out of business. Thus would one man have the power to cripple, kill or, on the other hand, to unfairly foster by privilege any particular paper or class of papers.

The Status of the Class Press.

One of the main points of contention since the question of increasing the postal rates first came up has been the status of the class press. Despite the fact that trade and technical papers have become a necessity in every line of industry, despite their acknowledged worth as an educational factor, despite finally, the fact that the governments of Canada spend large sums of money annually to send out free printed matter of an instructive nature to the farming community, thereby performing the same work for the farmer that the trade paper does for the engineer, the mechanic and the merchant; despite this, there has long been a prejudice in the Post Office Department against trade and technical papers, a prejudice which has manifested itself in close surveillance, dogmatic interpretation of statutory details and open threats of a higher rate than is placed upon daily newspapers. As soon as it was announced that postal rates would be advanced, it became known that it was intended to seize the opportunity to penalize the trade press. The report submitted by the daily newspaperman, commissioned to report on postal matter, contained recommendations to that effect—recommendations bolstered up with reasons couched in terms so concisely the same as employed by the postal officials that one trade publisher was impelled to exclaim: "It's the hand of Esau, but the voice of Jacob."

The Canadian Press Association, with loyal appreciation of the real value and the just claims of the trade press, refused to countenance the suggestion that the newspapers escape their due share of the advanced cost of postal transportation by putting a larger load on the trade press, voting with practical unanimity to throw out the resolution.

It was not the intention of the writer to enter into a discussion of the position of the trade press at this time, but the above explanation was necessary in order to show the next inconsistency into which the worthy Postmaster-General strayed. At the meeting of the Senate Committee already referred to, Mr. Pelletier stated, in replying to Colonel MacLean, that in the course of the interview he had had with the presidents of the Canadian Press Association and Canadian Press Ltd., when they laid before him the report as adopted in November, he was told by these gentlemen that it was the spirit of the meeting of the Canadian Press Association and Canadian Press Ltd. that a higher rate should be placed on the trade press. As the instructions of the two presidents had been to merely wait upon the Postmaster-General and lay before him the findings of the meeting, it was inconceivable that they could have made such a statement. **Printer and Publisher at once communicated with both Mr. Donly and Mr. MacKay and received their unreserved and emphatic denial of the statements imputed to them by the Postmaster-General.**

The Position of the Postmaster-General.

Throughout the whole course of the fight, the representatives of the press made it their earnest endeavor to keep the personal element in the background. It was made very clear that their objection was not to Mr. Pelletier having the power he sought, but to **any** man having that power; that it was too dangerous a power for one man to have from the standpoint of the good of the country as well as the good of the press. But as the matter progressed and the part that Mr. Pelletier was playing became more transparent with each move that he made, the conviction was driven home that it would be a particularly dangerous policy for such a man as Mr. Pelletier to exercise. He convicted himself of inability to exercise that power with absolute fairness to all concerned by his own

statements in the course of the debates. On several occasions he voiced the opinion that he could not antagonize the powerful metropolitan newspapers. At the meeting of the Senate Committee on Banking and Commerce, on May 29, he said: "But I cannot afford to have all the papers in this country banded against me." If one proceeds to analyze this statement, it becomes apparent that the man who made it is not a proper person to hold a power which would enable him to summarily penalize the press and, moreover, would put him in the position of having the influence of all sections of the press focused upon him. Let us proceed upon a supposition. If he "cannot afford to have all the papers banded against him," he could not be expected to do what was right if the interests of the country at large should at any time demand that he take such action as would cause all papers to band against him. He has tacitly acknowledged that his fears would not permit him to exercise his power in a way that the interests of the country would demand. If he does not feel that he has the backbone to withstand any kind of influence which might be brought to bear, why does he endeavor to take a position where his lack of backbone might some time constitute a menace to the country at large?

The Postmaster General has wide powers now. It is part of his duty. He would have to decide, for instance, how far the metropolitan papers can go in dumping their products in all parts of the country at ridiculously low subscription prices, thus seriously jeopardizing the local press. The investigation made by Mr. Nichols showed conclusively that the congestion in the mails which had created the necessity for higher rates, was chiefly around the big cities and was due to the enormous quantities sent out by the "dollar dailies." In recognition of this fact, the Canadian Press Association recommended that a minimum subscription price be set for daily newspapers with a view to preventing the "dumping" of big city dailies and thus reducing the congestion.

Before the Senate Committee on May 27 Mr. Pelletier said that "he was not prepared to put into effect the recommendation of the two associations in respect to a minimum subscription price for daily newspapers." Before the same committee on May 29 Mr. Pelletier said: "Fifteen days ago we took eight carloads of one paper in Montreal out to the coast, and they gave us $84.50 as a revenue, though it cost us $502.00." This instance shows that the Government loss is sustained through the circulations built up by the "dollar dailies" through their low outside prices. But Mr. Pelletier, calmly acknowledging the truth of this, had nevertheless announced his intention not to apply the obvious remedy, preferring to make up the deficit by making all papers pay a higher rate, and specially penalizing trade and technical newspapers.

And that is exactly why one man should not be allowed to decide such big problems without any right of appeal beyond him. Individuals are too prone to errors of judgment. Mr. Pelletier's error of judgment in this matter is but a foretaste of what might happen if he were permitted to gather the reins of arbitrary power into his own hands.

The Progress of the Fight.

All that remains is to recount the events following on the fight in the Senate.

On June 2 the Senate Committee on Banking and Commerce passed the bill, with an amendment as follows: "Provided always that the maximum rate which the Postmaster-General may fix as the postage of newspapers and periodicals defined by section 53 of this act shall in no case exceed — cent for each pouch pound weight or fraction of a pound weight, however the rates may be graded according to distance and zones of transportation, and said rates so fixed and levied shall be submitted to Parliament at the ensuing session for revision or ratification."

As thus amended, the bill was passed by the Senate and sent back to the House. The executive committee for the Canadian Press Association were not satisfied, however, as it was felt that when the principle was wrong, the curtailment of powers as per the amendment would not suffice. A deputation, therefore, waited upon Hon. R. L. Borden and Hon. Mr. Pelletier, requesting that "(a) the clause of Bill No. 147 which amends present newspaper postage regulations be withdrawn for the present session, inasmuch as a delay of a few months in amending the present conditions which have existed for nearly 20 years can matter little. Or (b) that the schedule of rates suggested by the Canadian Press Association in December last be adopted until the Postmaster-General can submit revised rates next session."

A promise to consider the request was received from the Premier. In view of the promise of the Premier, it was deemed advisable to place the facts before a number of representative newspapers throughout Canada, in order that they might, if thought advisable, wire their views to the Premier and other members of the Government, and thus make it clear that the position taken by the Executive Committee of the Association was the position of the individual newspapers throughout Canada. To this end night lettergrams were sent on Wednesday evening to approximately 125 representative newspapers throughout Canada, and it is known to the officers of the Association that on Thursday a large proportion of these newspapers wired the Premier and other members of the Government, urging the principle that newspaper postage rates should be fixed by Parliament.

On the evening of Thursday, June 4, it was intimated to the Chairman of the Postal Committee that the Premier wished to discuss the matter further with him. Mr. Ross, chairman of the Postal Committee of the Canadian Press Association, had an audience with the Premier that evening, and Mr. Borden expressed the willingness of the Government to meet the views of the Association to the extent of having the rates fixed by the Treasury Board instead of by the Postmaster-General, with the provision that in no case should the rate exceed one and one-half cents per pound, and with the understanding that the Association would be consulted before the increase in rates now proposed was fixed by the Treasury Board.

After the interview with the Premier and again on the morning of Friday, June 5, Mr. Ross consulted the president and other members of the Executive Committee who were in Ottawa regarding the Premier's suggestion. All were agreed that it would be inadvisable to agree to the compromise suggestion, first because it was contrary to the principle that newspaper postage rates should be fixed by Parliament, and, second, because consent to the provision of a minimum rate of one and one-half cents per pound might be interpreted at a future time as an admission by the Association that the Post Office Department would be justified in imposing any rate of postage up to the rate specified as a maximum.

However, Mr. Pelletier introduced a resolution in the House of Commons making an amendment to the Senate amendment that the fixing of the rate be vested in the Treasury Board, the rates fixed to be put before Parliament for ratification or revision.

On June 10 the bill again came before the Senate and was passed with still a further amendment which practically re-established the old order, inasmuch as it provided that rates fixed by the Treasury Board should not come into force until revised or ratified by Parliament.

The bill as thus amended was returned to the House of Commons, and, on the motion of Mr. Pelletier, a message was ordered to be sent to the Senate that the House would agree to the amendment if it were again amended by striking out the words "and shall not take effect until so revised or ratified." Mr. Pelletier's contention was that these words would have the effect of preventing the

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Half a Century in the Men's Wear Business

Experience of Edward F. Wheaton in Toronto—The Days When Four Collars and as Many Ties Covered the Range in Neckwear; When Housewives Had to be Persuaded Not to Make Shirts—A Big Business in Paper Collars About 1870 — Price Advertising Effective.

WHEN there are now changes in the men's wear business about once a season—and usually oftener,—it is interesting to look back fifty years through the furnishing trade—through half a century of business in the same locality. It is just fifty years ago, in 1864, that Edward Wheaton, fresh from school in Toronto, at the age of fourteen, entered the employment of Jas. W. Gale in the men's wear store which he had established the previous year at the corner of King and Bay streets. To-day, this business, after over half a century, is passing out, severing a link of the business history of the city. For 30 years it has been conducted by Mr. Wheaton under the name of Wheaton & Co.

"Changes? It would be impossible to describe them," remarked Mr. Wheaton, when asked on the point. "The business has been revolutionized half a dozen times in that period."

Had to Buy by the Case.

He put his hand on a bale of special imported shirting material—and this firm has always specialized in custom shirts—and explained that when he first knew the business it was not a case of securing these goods in bolts but they had to be bought by the case, and an importer had to wait until he could fill a case before getting his order through.

Then, too, fifty years ago, importing materials meant a special trip across the ocean for a buyer, for it was not until later that purchases could be made through agents. Also there was the important factor of time to be considered and purchases had to be made far enough ahead of the season to allow for slow transportation.

Make Shirts—Save Trouble.

Half a century ago it was not with the shirt factory that the custom shirt maker was competing, but with the home product, for in those days it was usually the wife who made these garments for the family.

"Our argument was that we could save them the trouble," said Mr. Wheaton, who pointed out that then as now arguments with the customer made sales. "When a woman came in to buy three and a half yards of material to buy a shirt, we would figure the cost of the material and then, adding a quarter to the price, would offer to give the manufactured shirt for that figure, arguing that it was not worth her trouble to bother with the making. Such an argument went home and we would have to adjust our prices to be able to get business after this manner."

The outstanding feature of the men's store to-day as compared with half a century ago, in the opinion of Mr. Wheaton, is the big range of lines that are carried and the number of novelties in both designs and materials.

When Paper Collars Sold.

"We used to carry four styles of collars and about four different lines of neckwear," he remarked to emphasize the point, and he waved his hand at the shelves of collar boxes and the racks of neckwear in rainbow colors to illustrate the contrast. "Then about 1870 the paper collar was introduced and for some years it had a big sale. We used to get them by the case and it was good business," he added.

The business established by Jas. W. Gale, who also had a department store at the corner of Yonge and Richmond and who was the founder of the Gale Manufacturing Company, was moved from the corner of King and Bay to the corner of King and Jordan, and later to the present location at 13 King street west. The store is much as it used to be, and with regard to the attitude of the buying public in relation to the stocks offered, Mr. Wheaton does not see such a great difference. He explained that fifty years ago there would be men buying three-dollar neckwear just as there are to-day, and there would not be the range to carry.

An Advertising Policy.

Mr. Wheaton is a believer in advertising. He has always depended upon the newspapers and circular work as a factor in creating business, but his experience is that in the high class men's wear trade there is little in style talks for the retailer. His faith in advertising is in price values. As an example of this kind of advertising attention is called to the reproduction of an ad., used during the closing-out sale. This brought a business on the opening day of the sale that filled the store from the hour of opening.

"We expect to be here until the end of the year," Mr. Wheaton explained, "but if

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After 51 Years
We are closing up business after fifty-one years. Over half a century of continued existence speaks volumes for the integrity and reliability of our methods and the loyalty of our patrons. Our target is ahead to inspire and we have decided to withdraw from business and let our name pass into history with the other landmarks of Toronto's trade which have preceded us to make way for institutional buildings and skyscrapers. We are among the last, as well as among the best, of the old houses of this once famous King street retail district.
Wheaton & Co.
13 King St. West
SACRIFICE SALE
CLEARING ENTIRE STOCK OF MEN'S FURNISHINGS
WE have no trash to clear out, no special purchase of secondary goods to make a big profit on, nor is there any difference in our stock in preparation for this sale. We have our regular goods, regular qualities, regular prices. Everything is marked in plain figures, and our decision to retire from business is not one made for the purpose of holding a sale, but for well-considered reasons of our own.
No Stock of Men's Furnishings in the City Can Surpass Ours in Quality, and We Stand Behind Every Article, Every Price and Every Statement With the Guarantee—"Money Back If Not Satisfied."
Our goods are current styles and up-to-date values. New goods coming in are offered at the same cut price to clear, as the stock is already on the shelves. This is really and truly a genuine opportunity to SAVE MONEY on standard, branded Men's Furnishings. You know the goods and the makers, and you know the values. We want to CLEAR OUT this stock. You can save a whole lot of money by purchasing your summer furnishings now.
SHIRTS
UNDERWEAR
NECKTIES
HALF-HOSE
NIGHT ROBES
BATH ROBES and DRESSING GOWNS
BATHING SUITS
PYJAMAS
SALE BEGINS FRIDAY, JULY 3
Stock up for your holidays, stock up with extras for later in the season, stock up for next year. The prices make it worth while. Friday and Saturday are the opening days. Come to it; be present at the feast of bargains. Good service is assured, as well as good values. COME
It Will Pay to Buy Your Needs for the Next Five Years at These Prices
Your summer needs at saving prices. A dollar never bought so much high-class quality goods before. Every price genuine, every reduction genuine, your satisfaction will be genuine.
WHEATON & CO.
Men's Furnishings Established 1863 13 King St. West

An ad. which brought crowds to Wheaton's clearing sale. Mr. Wheaton, as a result of this style of advertising, is more than ever impressed with the advisability of quoting prices, even for exclusive lines.

The Uncertainties of the Hat Business

Fall Situation Still Unsettled When Formerly Attention Would be Turning to Spring—Contrasting Colors and Fancy Bows Will Likely be Followed by a Return to Long Dented Crown and Roll Brim—Paris Straw Hat on Derby Block.

THERE has been no branch of the men's furnishing business which has felt the influence of the changing tendency of man towards styles to the same extent as that of the hatter. For several years there has been an increasing demand for what might be called novelty hats, as contrasted with the business a few years ago, when models were practically a matter of the age of the wearer rather than his personal taste. The Spring trade of 1914 found a demand for novelties which has to some extent revolutionized the business. Felt hats of almost every shape and color were to be seen and to increase the range there were any number of novelties in the way of ribbons, bows, knots, etc., introduced.

Changes Every Few Weeks

The hatter who bought his stock for 1914 on the old plan of getting his order in months ahead found himself in a predicament for there were changes every few weeks—changes so fast that he could hardly keep up with the styles And this has followed through the Summer season in the straw hats. Take the tapering high crown, for example, which has had such a run; it was practically unknown before it came into the market at the eleventh hour, and such was the demand—limited but very insistent—that neither retailers nor manufacturers could keep up with it. And then it meant that there were big stocks of the more moderate models left on hand to be cleared out at sacrifice prices.

The situation is now so uncertain that the Fall business has been very unsettled. Manufacturers and jobbers report that there has been a marked reluctance on the part of the retailers to place orders, for the evident reason that they are waiting developments—and where under usual circumstances the outlook for next Spring would at this time be fairly well defined we now find that there are still developments being looked for in the Fall styles.

High Crowns—Full and Flat Tops.

But it is a question if there will be the novelties introduced in the Fall hat business which made such rapid changes in the Spring. We are told that the new feature so far in evidence is the introduction of contrasting colors in bands and bindings, together with loose knots in varying widths of ribbon with the tendency narrower. In shapes the crowns are higher and the majority are full, although some show the taper. Tops are flat with the loose telescope effect

STRAW ON DERBY BLOCK.
Latest novelty in straws as shown in Paris.
Courtesy of Men's Wear, New York.

and brims are usually of the pencil pattern with or without the droop. In colors there will be any number of combinations; the popular blue will be relieved with pearl and other ribbons and bindings of the same material, while green will be connected with steel grey and other shades; then there are other colors which permit of combinations and contrasts without number. Diamond crowns are said to be going out.

What additions the novelty designers will be able to make to this range remains to be seen.

After the long run that there has been for soft felt hats there will undoubtedly be a stronger demand for stiff models, especially for the Winter season. Full crowns of various shapes are shown and the rims have a bold roll. Such novelties as tapering crowns and knotted ribbons are shown.

A New Shape in Felts.

With the Fall business just taking definite form it is difficult to outline the program for 1915, and manufacturers are going slowly. For felts there does not appear to be much room for many new departures and some makers are counting on a continuance of the full crown and pencil brim

On the other hand it must be taken into consideration that exclusively dressed men at such events as the polo games are beginning to wear a hat which departs from what might be termed the round model. It has a high crown and the dent is on the top from end to end withthe sides straight; the dent is not pronounced. The brim has a narrow curl and moderate flare at the sides.

With the rapid changes in styles which are to be looked for it is not unlikely that a hat along these lines will be put on the market by the manufacturers at any time.

Some Straw Novelties.

After what has been seen in this season in the straw hat business almost anything may be looked for in the models of 1915, and it is months ahead of the time when anything like a definite line may be obtained on what will be popular.

This year the high crown novelty took well but one season is about its limit and there will be lower crowns next year. Rough sennits should be the staple line with moderate crowns and brims and saw edges.

As for novelties the accompanying photograph shows the limits to which ideas may be carried. This is a straw on the derby block with a lower crown and flat brim and made of woven material. It has been shown in Paris.

Other straws may be expected to follow felt hat lines and in this respect there may be something after the new soft model with the long dented high crown and rolling brim to which reference has been made.

STRAW HAT FEDORA.

The straw hat model of the fedora shape, to which reference is made in this article as one of the stylish things seen at the polo games, has made its appearance in Toronto and was noticed in one of the fashionable hotels. The crown is high and the sides tapering with the dent pronounced and end to end in the top. The brim has a narrow roll all round which amounts to little more than a binding and has considerable rise at the sides which gives the impression of a dip at back and front and when the hat is worn on the back of the head in the approved manner it has a rakish appearance. It is quite probable that this hat will have a run next Summer, for it is in the Summer that novelties are looked for.

KANT KRACK Coated Linen Collars

Cheap Collars and Prejudice vs. KANT KRACK

Men prejudiced against wearing waterproof collars because of their experience with the cheap, ordinary variety, are soon won over by KANT KRACK which are made of fine linen (waterproofed) with flexible lips and reinforced button-holes, slit easy-fastening back. Made in all the leading styles.
No laundry bills—a few seconds—sponge, soap and water—that's all.

"One grade only, and that the best."
Made in Canada.
Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONTARIO

Boys' Fall Suits with Double Seats and Knees

THE FAMOUS "LION BRAND"

The double elbows too is a feature in this boys' clothing that cannot be overlooked by the merchant whose aim it is to satisfy his patrons with boys' clothing that will stand the rough and tumble wear of the younger generation.

Our styles are dandy and appeal to the boys. Write for samples.

The Jackson Mfg. Co., Clinton, Ont.

Factories at—Clinton, Goderich, Exeter, Zurich

¶ You can talk to the dry goods merchants from Halifax to Vancouver for only two cents for each word with a condensed ad. in the DRY GOODS REVIEW.

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.
TORONTO

A Tasteful Summer Apparel Trim

Showing how effectively clothing can be arranged to enforce the influences of the season. Here we find light Summer clothing, flannel trousers, outing shirts, blazers, etc., set off with belts, canes, neckwear, etc., and the whole introduced by a card, prominent in the foreground, reminding the male of the Summer vacation and its demands. Display arranged by Paul Pepper for the Semi-Ready Wardrobe, Toronto.

JAEGER PURE WOOL

A GOOD HARVEST MEANS GOOD BUSINESS

You have doubtless bought lightly for Fall trade to enable you to reduce your stock. This was *good business*.
When the season starts you will need a great deal of sorting up to enable you to do *good business*.
It will be *good business* for you to place your sorting orders early before the wholesale stocks get too low.
Our travellers are starting middle of August, and will be prepared to handle *good business* promptly.

EARLY BUSINESS will be **GOOD BUSINESS** for you and for us.

WE ARE WOOL SPECIALISTS

DR JAEGER'S SANITARY WOOLLEN SYSTEM CO. LIMITED

Head Office and Warehouse, 243 Bleury St., MONTREAL

---and 8c per week will do it!

This small amount invested in the Dry Goods Review for each of your department heads will mean the difference between a wide-awake, efficient staff, thoroughly conversant with the trade, and one which consists of mere order-takers. Worth while, isn't it?

The "Richard"

The Greatest Dollar Scarf in Canada

$5.00

Per Doz. Net

Assortment Superb Exclusive Ideas Inlaid Stripes Cloisonne, etc., or Plain Premier

Bar-Tacked 5-inch Skirt Closed End Will Not Pull

SAFETY BE FIRST

Carter & Holmes, Chicago, Ill.

Clearing Up in July on Straw Hat Stocks

This Month Found Heavy Lines Which Are Being Sold at Big Reductions to Clear—Hats Should Now be Sold in Their Season as Styles Change Quickly—Inducements Also Offered in Suits.

THERE have been several factors that have this year given even greater incentive than usual for the July sale in the men's stores—particularly with regard to straw hats, which could almost be termed "perishable" goods. Coupled with the general quietness in trade prevalent during the Spring, there was very unfavorable weather prevailing, with rain in many sections and low temperatures over the whole country. This had the effect of delaying the demand, and July finds many of the furnishers with comparatively heavy stocks on hand, and the option of either making a seasonable cut in the prices or carrying old models into another season, which in all probability will develop something almost entirely different—for men's styles have a habit of doing this nowadays.

In addition to the heavy stocks, the unfavorable weather, and the modern idea of clearing lines with the season, July sales have been strong because of the attitude of the buying public towards prices and the popularity of bargains.

The chief effort of the July sales in the men's stores has, of course, been directed towards the clearing of hats. Up and down in the street in every window where men's hats are sold there are cut price displays, and in most cases the original figure has been sliced pretty close to the middle.

Freak Styles Hurt Staple Stock.

The season for straws has been a peculiar one for several reasons. The weather has been unfavorable, although the last week of May and the first week of June warmed up to the extent which made good business and gave considerable relief, and then there were freak styles introduced at the last minute which had a very active if limited demand. The high taper crown made its appearance almost unannounced, and there was a demand in some classes of the trade for models of rougher material than was usually stocked. On the other hand, some light woven hats which were strongly stocked by some stores failed to strike the popular favor and are seldom seen on the street.

The July sale came at an opportune time for the straw hat business, for with the price reductions came the hottest weather of the summer, while many of those who got their hats with the first warm spell found price reductions so attractive as to induce them to make a second purchase.

Attention Arresters.

With practically everybody in the business out with the same idea, it is the man who can attract attention who will get the business. Glaring cards and streamers are to be found on the windows, in which the usual taste is sacrificed for price emphasis—and this is the right idea in a sale. Some of the statements which were flaunted before the buying public included:—

Any straw hat $1.25.

Any hat in the window $2.00—worth $2.50 and $3.00.

Any Panama hat $5.00—worth up to $8.00. Best straw hat value in America.

Straw hats HALF PRICE—Original prices $2.50 to $5.00.

Panamas HALF PRICE—Original prices $10.00 to $20.00.

The fine pleated or mushroom front is here shown in both negligee and dress models, the novelty in each case being the watered effect, which is easily noted. Made by the Regal Shirt Company.

Sample hats $2.50 and $3.00 for $1.00.

$2.50 and $3.00 Straw Hats for $1.50.

Panama hats up to $50.00, 25 p.c. off.

Panama hats regular $7.50 for $3.95.

One of the light hats which did not find popularity this summer was the Yeddo, and this model at $2.50 was offered at $1.50, but did not seem to be going well at that.

One strong display was emphasized by an emphatic card: "**Look at your hat—you need another one and can afford it at these prices.**"

Suits Being Sacrificed.

The sales being held by clothiers indicate general price inducements to create midsummer business. One clothing house has a three-window display of a line of suits on which a special cut to $15.00 is made, while a big streamer announces

"MIDSUMMER REDUCTIONS—THE NIMBLE DOLLARS WORK WONDERS JUST NOW.

In another establishment there is a general reduction all along the line of suits from $15 to $30, the sale prices ranging from $10 to $20.

A special inducement is offered by a big clothing house of any $30 suit in the place for $18, and another with a range of $18 to $20 suits makes a choice price of $15.

Wash Goods Going Cheap.

As usual at this season wash goods in men's wear are being made attractive at low prices, but these lines have not been stocked heavily, as they have been getting weak during the past several seasons.

A special line of wash vests on sale at 65c was noted, and wash ties are being cleared out at any old price, for they are in very small demand, and soft collars come in the same class.

A large window of boys wash suits of many kinds was introduced by a big streamer:

Half Price on Every Boy's Suit in this Window.

THE TIME FOR HAT SALES.

THE question as to when it is advisable to start in to sacrifice price to clean up the straw hat stocks has again come up for discussion this year. The consensus of opinion seems to be a little more generally in favor of starting in to slice figures at the beginning of July, although there are some that did not fall into line before the 10th and 15th.

July Sales Ads. of Canadian Men's Furnishers

There's "a World of Comfort" in Hannan's Athletic Underwear
"Our New Hattery" Opens Saturday
A New Lot of Men's $10 to $12 Panama Hats for Saturday $4.95
Men's Sennet and Split Straw Sailor Hats
T. NOLAN
122 RIDEAU STREET
128 Peel Street
Next Windsor Hotel
BOUG — WINDSOR'S GREATEST CLOTHIER
Two-Piece Summer Suits
Ideal for Hot Weather Wear
$10 $12 $15 $18 $20
Two Specials in Summer Trousers
$3.00
$3.00
A New Showing of Boys' Norfolks
$3 to $12
2/3 Off Sale of Straw Hats
50c to $3
Mail Orders Promptly Filled
W. BOUG
The Clothier
Attractive Display of Youngsters Suits
$2.50 to $6
LUSTRE COATS
$2 to $3.50
BATHING SUITS
50c to $2.50
Here's To-day's Big "News Story"
ONE DOLLAR
STRAW HAT SALE
$2.50 Straw Hats for . . . $1
L. J. APPLEGATH & SON
The Two Big Men's Hat Stores
Yonge and Richmond Sts.
Yonge and Queen Sts. (179 Yonge
BEGINNING, MONDAY, JULY 12
Notice of Our Semi-Annual Inducements
TO CLEAR
STRAW HATS HALF PRICE
FASHION-CRAFT
MAX BEAUVAIS, Ltd
225-229 St. James
DUBE Ltd
461 St. Catherine W
A. A. ROY,
469 St. Catherine E.
HANSHER & ORENSTEIN,
23 St. Catherine W.
KAINCOAT PRICES REDUCED This Month
SNAPS IN SUITS
$12 and $15
$18.00 TO $25.00
WM. McLAUGHLIN
21 McGill College Ave.
Here is what "Count Discount" for this week only in Men's Serge Suits
Bear in mind we don't claim that we are selling
black and blue suit in our store at the ridicule
prices that follow. These figures apply to
oddments or discontinued lines
SUITS worth up to $7.00. sale price - - - - $4.9
SUITS worth up to $8.50. sale price - - - $5.9
SUITS worth up to $10. sale price - - - - $6.9
SUITS worth up to $12 sale price - - - - $8.9
GRAFTON AND CO., LIMIT
Manufacturers of High-Grade Clothing
MEN'S PANAMAS and STRAWS
Plenty of Straws for all
1/2 OFF SALE
Commencing Friday The Dineen Co. will put on sale every Straw and Panama Hat in the store regardless of quality at regular price All marked in plain figures.
$2.00 Straws for . $1.00
$2.50 Straws for . $1.25
$3.00 Straws for . $1.50
$4.00 Straws for . $2.00
$7.00 Panamas for . $3.50
$10.00 Panamas for $5.00
$12.00 Panamas for $6.00
$15.00 Panamas for $7.50
DINEEN'S
140 Yonge, Cor. Temperance
Store Open Saturday Evening
R. & W. KERR, LIMITED
447 St. Catherine W.
Finest Quality English Bathing Suits
Lawn Tennis Rackets and Court Equipment
R. & W. KERR, Limited, 447 St. Catherine W. Catalogue on request

Nos. 1, 2, 4 and 5 are a uniform set of window and department cards telling a straight story with unusually prominent price marks. The absence of color is notable, as these held strictly to black and white with black border. Similar cards are used in many other departments of the T. Eaton Co.'s store, besides the men's wear annex. On the central card the color was brought out also on the scrolls, besides in the green and red of the tie itself.

Men Are Not Shy Now

MONTREAL, July 13 (Special).—In the June 17th issue of "The Review" an article appeared dealing with the rearrangement of several departments of Goodwin's, Ltd., Montreal, to provide a "men's store," within the general departmental store. A few days ago a new entrance was made for this men's store by removing one of the large show windows on the western front and putting in a large double entry-way. There is now a wide recessed entrance, with shallow show windows on either side for displaying men's furnishings.

Since the new entry was made there has also been a rearrangement of the counters, showcases and display tables inside the store.

POSTMASTER VS. MERCHANT.

(Continued from page 66)

Post Office Department from collecting postage.

This the Senate refused to do, leaving the amendment as it had been drafted, but providing a clause to leave old rates in force, thus getting around the Postmaster-General's technical objection. Mr. Pelletier refused to accept the Senate amendment and the bill thus automatically died.

He thereupon issued a statement to the press in which he claimed that his bill had been killed by the Liberal majority in the Senate.

And now comes his last move, a ludicrous finale to a comedy of errors. Mr. Pelletier has publicly announced his intention of going back to the system that prevailed before '67. He states that he will leave the rate at a quarter of a cent a pound on all second-class mail matter mailed in bulk, but that he will collect one cent on every paper that is delivered to the subscriber by the mail man. This right he claims under Clause 71 of the Post Office Act. This clause gives him the power to collect one cent postage from the subscriber, so apparently this is what the Postmaster-General, beaten and confuted at every turn, purposes doing!

Finally, let it be stated that, to those who have followed the whole course of the fight, the reason for the stand taken by the Postmaster-General is quite clear. He is standing by the big daily papers against the weekly papers and the trade and technical press. He has allied himself with the big interests which circulate mail order advertising and thus work to the detriment of the smaller communities, as against the weekly newspapers, and the trade newspapers which foster the local merchant and thus help to keep trade at home, to the immeasurable benefit of the small cities and towns.

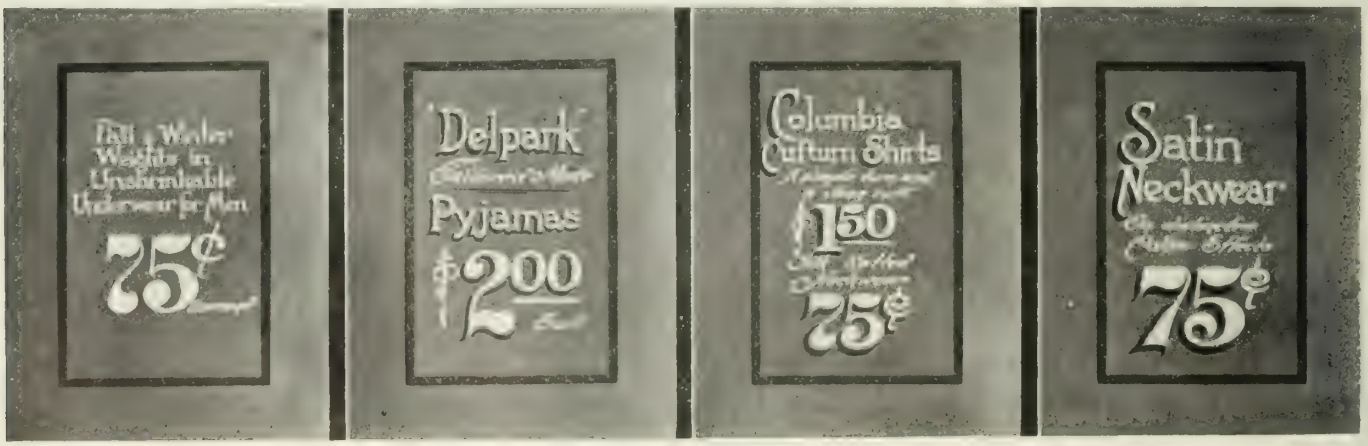
That is the issue—the issue which may perhaps have to be fought out at the next session of Parliament.

HALF A CENTURY IN THE MEN'S WEAR BUSINESS.

(Continued from page 67.)

the sale continues as it has a month or so will clear us up."

In selling out, Mr. Wheaton proposes to devote himself entirely to the custom shirt business, which he has carried on in connection with the store, doing his own manufacturing at the rear of the retail department.



Neat brush stroke letter in a second uniform series in same department as above, on brown mat board with beveled edges and darker shade of brown for border, and for shading letters. The captions are in bold brush stroke letter with descriptive reader in italics.

"Smile and Hustle"--A Men's Store Slogan

Clerks Are Impressed With Importance of Treating Customers Pleasantly—Catchy Cards With Pithy Mottoes Throughout the Store—Store Manager Says There Are Direct Results.

TO look casually at the range of cards displayed in the Oak Hall clothing store, Toronto, one would get the impression that the establish ment was operated by the aforesaid S. & H. The introduction of this slogan and its use in the place where the firm name might be looked for is only one of the novel methods of using mottoes adopted by J. C. Coombes, the manager of the store.

The Oak Hall store is a store of mottoes. They are to be found on cards throughout and they are bright and to the point. Mr. Coombes is not only a writer of mottoes, but a believer in them; he practices as he preaches.

"Do you get results from that motto?" he was asked, the reference being to "Smile & Hustle."

"We certainly do," was the confident reply. "There is money in smiles and there is money lost in grouches."

Mr. Coombes explained that he drove home the smile and hustle idea with his clerks; that he talked to a clerk when he came into the store to take up his employment, and watched to see that what he said had effect. Personally, the writer can vouch for the effect of the "smile" talk, for it was a marked feature of the reception he received from two of the clerks to whom he spoke. As to the "hustle," he can only say that there was not enough of it to interfere with courtesy. Mr. Coombes satisfies himself as to the hustle part of the slogan and that is all that is required.

Mottoes have been features of the interior decoration of Oak Hall stores for years. Mr. Coombes states that he originated the well-known expression "Come on in," and was the first to use it. "As visitor or customer you are always welcome here," is one which was used in a prominent place in a new store opened in a Western Ontario city, and it brought in a man who remarked that he had been attracted by the display of a friendly spirit—he bought a suit.

A unique method has been adopted in this store for the display of the many cards. They are placed in frames and the frames attached to the mirrors which form squares around the pillars. These frames have three flat points of contact and the attachment to the glass is made by the use of double gummed stickers; they can also be attached to the windows in the same way. The effect is that two cards can be placed back to back in each frame and both displayed while the reflection in the mirror naturally attracts additional attention.

The Kind Of Salesmanship
THAT SELL GOODS BY METHODS THAT MAY BE DESCRIBED AS
"SLICK"
IS NOT THE KIND THAT YOU WILL FIND HERE
Smile and Hustle
There is only One Man -
LOOKING FOR THE KIND OF FELLOW THAT STANDS STILL,
AND THAT MAN WEARS LONG WHISKERS AND CARRIES A SCYTHE.
Smile and Hustle

"Smile and Hustle" Cards.

Smile Idea Contagious.

The "Smile & Hustle" cards have been followed up by a display of new mottoes each closing with the same idea —such as "And we go on smiling." "Then you will smile," etc.? It is hard to go through a store filled with a display of such cards without feeling that the smile idea is contagious—one cannot look the word in the face even without feeling some effect.

Correct Posture Clothes

Manufacturing firm quick to take advantage of a new movement.

A CORRECT posture league which is concerned particularly with the sitting and standing postures of children in schools and of workers in factories, shops, offices and elsewhere, has been organized in New York. It is a national institution and connected with it are United States Commissioner of Education Claxton and a large number of men and women prominent in health endeavor throughout the country.

Acting on the right posture idea one of the large American clothing manufacturers has put out a line of right-posture clothing, for which the claim is made that it is made with a device in the coat that it patented and intended to make right the posture of growing boys.

The idea is a novel one and the manner in which it has been taken up by this manufacturer is an indication of how rapidly modern business men take advtantage of anything that is likely to appeal to the public.

FRENCH GLOVE MARKET.

Reports from France to the glovers state that the skin market is very quiet. The present year is proving almost as bad a one for business as was 1913. What business there is lacks volume, and prices remain against the tanners. The chief markets are receiving very few live sheep, and thus the buyers are waiting somewhat anxiously for arrivals from Africa. Reports from Algiers state that the arrivals are restrained, and their quality ordinary, while from Boghazi comes the news that there are few lambs available, owing to the great mortality from the cold during the winter, and also from the fact that the raisers did not hesitate to sacrifice the newly born lambs, in a great number of cases where the ewes were too enfeebled by the rigorous weather to bring up their young without risk.

How Borden, Laurier and Other Leaders Dress

Premier Prefers Dark-Colored Morning Suit to Jacket—Sir Wilfrid's Best-Known Dress Feature is Tall Grey Hat — Few "Toppers" Seen in the House—Who the "Beau Brummels" Are at Ottawa.

By a Special Correspondent.

OTTAWA, June 30—(Special)—When Sir George E. Foster, Minister of Trade and Commerce, appeared in the House of Commons a few weeks ago, dressed in a light gray suit, popularly known as an "ice cream" suit, the members of the House sat up and took notice, to use a common expression, and a few of the members even made some humorous comment on the floor of the House about that suit, for the simple reason that it was very unusual to see Sir George wearing anything else but clothes of a dark color. Since then he has not worn that "ice cream" suit, and, it is said, he is not likely to depart from his usual dark gray or black morning suits for some time to come.

THE LEADERS OF FASHION.

If Mr. W. Barton Northrup, M.P., for East Hastings, or Hon. Robert Rogers, Minister of Public Works, or Mr. R. B. Bennett, member for Calgary, or Sir Wilfrid Laurier, Hon. Rodolphe Lemieux, M.P., for Rouville, Que., or Mr. A. Claude Macdonell, member for South Toronto, had appeared in the House attired in the lightest and most fashionable of garments, it is pretty safe to predict that not a word of comment would have been heard, for these gentlemen are recognized as leaders of fashion amongst the parliamentarians at Ottawa.

The "Beau Brummel" of the House of Commons is Mr. Northrup, with Mr. Bennett, of Calgary, a close second, while Hon. Mr. Rogers is justly entitled to be listed as the best dressed man in the Cabinet.

Premier Borden is more often seen in a dark-colored mourning coat than in a jacket suit. He is always neatly dressed, so, too, is Hon. George E. Perley, Minister without portfolio, and named as the next High Commissioner for Canada. In the Summer time the Premier favors for street wear a light gray jacket suit with a light gray, soft hat. It is in evening clothes that Sir Robert Borden looks particularly well.

SIR WILFRID'S TALL, STIFF HAT.

Sir Wilfrid Laurier is always exceptionally well dressed. When he attended the conference of Premiers from all parts of the British Empire held in London a few years ago, the English papers were unanimous in declaring that he was the most immaculate and best dressed Premier there. He always appears in the House of Commons in a morning coat, usually of very dark gray during the Fall and Winter. In the Spring and Summer he wears the same kind of suit in tweeds of light color set off with a tall gray hat, so popular with the Duke of Connaught. During the time Parliament is in session, Sir Wilfrid rarely wears a high silk hat, except, of course, on some special occasion. A Christy stiff or a soft fedora are his favorites for ordinary wear.

DARK MORNING COATS.

To return to Mr. Northrup, Hon. Mr. Rogers and the other members mentioned in an earlier paragraph, who the critics agree are always so carefully and immaculately garbed that they could compare favorably with any of the best dressed men to be seen daily on Bond Street, the recognized center of fashion in men's clothes: they all incline to morning coats of dark material of the latest cut, and perfectly made as to fit, etc. Mr. Northrup usualy wears a four-in-hand tie with a straight collar. The others prefer the wing collar with the four-in-hand tie; and all incline to the Christy stiff or fedora for a headpiece.

MOST WEAR TWEED JACKETS.

If there is anything more than another that speaks for the democracy of Canada's parliamentarians, it is their dress. Let anyone go into the galleries of the House of Commons when the 221 members are in their seats, and he will see a body of very ordinarily dressed men, for the most part. It is safe to say that fully 200 of the members wear ordinary tweed jacket suits in and out of the House, except when they attend some

An Unusual Combination of Premier and Opposition Leader

From left to right: Hon. Martin Burrell; Hon. W. T. White, Sir Robert L. Borden, Sir Wilfrid Laurier, Sir George E. Foster.

With the exception of Sir Wilfrid whose distinguished appearance is well set off by his gray suit cut in the morning style and silver gray top hat, the figures emphasize what has been said about the democracy of dress at the capital. Four of the five are wearing ordinary sack or jacket suits, and it will be noted that they are cut with ample, if not exaggerated shoulders. Mr. Burrell and Mr. White are in gray; Sir Robert Borden has a dark sack coat with dark gray worsted trousers, and the somberness of Sir George Foster's usual attire is only relieved by his white vest. We find in the hats of all but Sir Wilfrid little tendency to follow the dictates of fashion, as it is popularly known at the present time. It will also be noted that only Mr. Burrell of the five is wearing trousers which have a cuff. Three of the party are wearing vestettes which set off the cravats, and the latter are four-in-hands with the exception of that of the former premier, the shades quite evidently being quiet. Canes are popular on Capital Hill, and the Premier, the only one of the party carrying gloves, evidently believes in being fore-armed, from the fact that he carries an umbrella.

special dinner when they don the conventional attire for such an event. On the whole the administrators of Canadian affairs cannot be called "well dressed."

The majority of the members of the Cabinet indeed are lovers of the jacket suit for almost all and sundry occasions. Even when they went to Rideau Hall to take the oath of office nearly three years ago, not more than half a dozen donned a frock or morning coat or wore a silk hat.

So seldom is a silk hat seen in the House of Commons that one would almost think there is a particular aversion to such a style of head piece. This, however, many people regard as an indication of the fact that the real democratic spirit prevails amongst the members.

The Passing of the Two-Piece Suit

Tendency of Style and Common-Sense is Against This Garment, Which is Not a Satisfactory Business Proposition—Clothes Now Too Closely Tailored for Loose Models of Coarse Cloth — Vests Needed for Cool Evenings—From 400 to 1,000 Suits.

THERE is a species which is evidently becoming rapidly extinct, and that is the male wearing the two-piece suit. It only requires a casual observation to bear out the fact, and if confirmation is wanted it can be had from almost any merchant in men's clothing.

With the passing of the loosely tailored sack suit there has been a change of opinion in regard to clothing, which has led to the passing of the popularity of the two-piece, and this has been more pronounced this season than ever, especially so as there has been little demand for the Norfolk model, which had a considerable run a year ago.

In the store of one of the leading ready-to-wear clothiers of the province a few days ago the proprietor pulled out a well-filled rack of two-piece suits. "I had a hundred suits at the beginning of the season," he said, "and most of them are here yet, as you can see." In contrast to this, he mentioned that a few

(Continued on page 79.)

MENS CLOTHING AND FURNISHINGS

JULY, 1914

CHANGING CIRCLE OF STYLES

WHERE are we going in styles? The retailer who is catering to the needs of men might well ask the question. For years there was a conservatism among men with regard to their clothing, and while this may be still said to be general, there is in the cities a tendency to take hold of the novelties. So long as the general wearers refused to take to the new styles they remained exclusive to a certain extent, especially as the volume of trade in them did not warrant cheap prices. Now, however, with the great strides which have been made by the manufacturers a style is no sooner on the market than it is being handled in a large way; the next thing is that styles worn by the crowd lose their exclusiveness, and we find the men who try to cater to this trade jumping pretty lively to keep a lap ahead in the race. It seems to be getting down to the place where the average man wants "exclusive" styles, and the "exclusive" dressers are not satisfied with a style which is worn generally. The result is that styles are changing more rapidly than ever and it is very difficult to forecast from one season what may be looked for in the next. Manufacturers are keeping the plans of their designers quiet until they are ready to go to the trade, and the retailer must be more careful than ever as to his purchases or he is likely to find eleventh-hour innovations running him into heavy overpluses of hard-selling lines. If the change of opinion does nothing else, it brings emphatically home to the dealer that he must have style, but just the best way to get the style the people want is the problem.

STATE CAMPAIGN FOR WHITE CLOTHING

DOWN in Kansas the State Board of Health is starting a campaign in favor of white clothing for men in the Summer on the ground that dark-colored clothing is not suitable for the hot weather season. Dr. J. C. Crumbine, secretary of the state board, has addressed a letter to the men of the State asking that black and blue clothing be discarded for white. The circular points out that women have learned the value of wearing white dresses in the Summer time, and it is hard to understand why men have not learned the lesson long ago.

"Anything that resists heat in the Summer time makes for health. Black, blue or any other dark cloth is a heat absorbant and injurious. White clothes in the tropics are not a whim of fashion; they are a tribute to necessity and health. Men in dark clothing are always rushing for the ice water, and ten to one they will have a grouch on, while the cool man in the white clothing is serene and even tempered. The ice water, dark clothing and grouch are detrimental to public and private health."

"OUR STORE CONSCIENCE"

THIS is a store honest of purpose, reliable in dealings, and with a reputation for probity that outweighs all else. The integrity of this business is the ambition nearest and dearest to our hearts. From the beginning we nursed it on honesty and cared for it as we have our personal honor, because its reputation and ours are one.

Since the day when we first opened its doors we have striven with whole-hearted honesty to deal with you as we would wish to be dealt with were our positions reversed, and we the buyer and you the seller.

If we have succeeded in securing your confidence—and we believe we have—then our endeavors are rewarded and our ambition satisfied.

That we may retain the respect and good-will we have won is our hope for the future. We will never hazard it through trickery.—From editorial in ad. of D. E. Macdonald & Bros., Guelph.

TAKE A VACATION

THOUGHTS are usually turned to the question of summer holidays when the hot weather is ushered in. Now is the time for the merchant, and particularly the one with a large staff, to arrange for the allotment of vacations. Certain members of the staff cannot get away together, and the proprietor himself must be on hand when certain other members are absent. This makes a problem which requires no little attention and should be given consideration early in the hot season.

There are too, a great many merchants who have got the impression that the store cannot get along without them. This, nine times out of ten is usually erroneous. A vacation once in a while is a tonic which every man should have. He may not think he needs it at the time, but there will come a time when he will feel the benefit of it. Some men work from daylight until dark, year after year, without so much as a day's holiday with the exception of Sundays. These men should remember that life on this earth is short and that they will be a long time dead.

But when a vacation has been decided upon, the important question is where shall it be and what its nature? There are some people who on their vacation do not have any at all. They go in for strenuous exercises which do not give the tired body a rest, and when the holiday is over they are ready for another. This is a great mistake. Far better not go away at all than come back more tired than when you left.

New Pyjamas are Made Without Buttons

"Middy" Garment Which Pulls Over the Head Like a Sweater—Another New Idea is the Combination Night Suit Which is a One-Piece Garment—Plain High Colors Used in Fabrics.

AN expression now made use of by the man who sells clothing and furnishings for men is that styles change over night; and now we are facing a change in over-night styles—in other words, the designer has been busy with the pyjama.

The accompanying description gives an idea of what the makers are doing with the robe of the night. The coat of the new garment is cut on the sack model. It is made like a tube, and the only way to get into it is through the bottom, sweater fashion. The neck is cut large after the middy style, so much worn by girls during the Summer season.

To many men, and bachelors in particular, the new garment will appeal on account of the fact that there are no buttons or other fastenings to get out of order. The buttons of the pyjama have been one of the weak points of the garment with men. There have been a number of attempts to get around the difficulty, and a couple of years ago a garment was brought out which had loops and knots in addition to the buttons. This did not meet with much success.

The new idea is now being worked into the lines of Canadian manufacturers, and it is being picked up by the high-class trade, but it is too early yet to say what reception it may meet with on the part of the public. As usual, with most changes of the kind it will probably take time to bring the new garment into anything like general use, but it has its strong points—ask any bachelor.

Even a step further than this has been taken by the designers. Garments are made on this combination principle, giving the night apparel in one piece. This idea has its advantages, for it is at the waist line that the difficulty lies with the pyjama. The adjustment of the waist-string is difficult in relation to comfort, although this has been obviated to some extent by the use of woven cord, which has a certain amount of flexibility.

In connection with the pyjama combination there is reported to be some difficulty in regard to getting a proper size. It is a garment which must necessarily be worn large, as without the telescope at the waist line there is need for allowance for free movement during the hours of rest; a small garment will be likely to bind.

There is a considerable range of fabrics being made into sleeping garments, but for the most part sheer materials in solid colors are favored, although crepe

A one-piece pyjama.

is being used to effect in some lines. Novelties are heard of, including everything between white and black and figures of frogs and other weird designs are being used in extreme cases. For a Winter garment for the man who travels and must move far from his own comfortable bed, heavy flannelette with a very soft finish is being used.

New type of neglige shirt with adjustable collar.

PASSING OF TWO-PIECE SUIT.

(Continued from page 77.)

years ago he would stock four or five hundred suits of this kind.

This attitude with regard to the two-piece suit was found in other stores, and in one establishment there was found to be a considerable stock of two-piece Norfolk models on hand. These had been stocked as good sellers for this season, but they will have to go over or be sacrificed at short figures.

There are several factors which are working towards the death of the two-piece garment. There is the important change in the trend of styles, and there are strong arguments against the suit from a commonsense standpoint—besides in the trade the two-piece is in about the same class as the straw hat trade as regards a short season.

In the first place, let us consider the matter of style. Since the coming so strongly into the limelight of popularity of the English style of tailoring and the demand for form-fitting clothing, there has not been the same place for the two-piece suit. Not only is it the usual thing with a close-fitting garment to wear the vest at all times, but the unlined garment of loose, coarse material will not permit of the tailoring which is so necessary to the appearance now desirable. In the Norfolk the two-piece made a popular suit for Summer, but the Norfolk has passed out, except for lounge wear. One merchant makes the remark that it is a fine suit nowadays to go fishing in—this is extreme, but it illustrates the point.

Then we have mentioned the commonsense standpoint. It is argued by clothing men that the two-piece suit has a small place in the Canadian trade on account of the shortness of the Summer season. Of course, no matter what the style may be, there are many men who will demand comfort first in the hot weather, but there is no reason why the vest cannot be discarded when the thermometer is at the high points. Cases have been known of men buying a two-piece suit and going to the clothier a few weeks later and asking if they cannot get a vest to go with it. The reason is that after a month or so there will be cool evenings, when a vest is comfortable, and when if there is no waistcoat to put on one must either change clothes or take the chances of getting a chill.

The clothing business has little place for the two-piece suit for both of the reasons which have been explained.

Ad Men United on Policy of Absolute Truth

Associated Ad. Clubs of the World Decide on Local Emblems—Practical Addresses on Retail Advertising—Should Defects of Seconds be Pointed Out?

BY the adoption of the report on next page, which was made by the committee of the executive appointed to deal with the subject, the Associated Ad. Clubs of the World took another important step towards placing advertising on a higher plane and establishing confidence with the public. This was one of the most important things done by the big convention of Ad Clubs for 1914, which was held in Toronto during the week commencing June 20th, when thousands of advertising experts from all parts of the continent and from foreign countries as well, assembled to discuss subjects of importance in the world of publicity. At this convention the change of the name of the organization to embrace practieally all countries was a step significant of the advance of the movement for the establishment of the advertising profession on a broader more substantial and more responsible basis.

The Truth Emblem typifies what the organization stands for; it is the key to the method by which it is proposed to cleanse the untruth and misrepresentation from advertising as a whole and put commercial and mercantile publicity on a stronger footing with the public. The emblem had been previously adopted and it remained for the convention of 1914 to decide upon the method by which its use should be controlled.

It will be noted that the report puts the responsibility for the licensing of the emblem with each local club, and it will be for the vigilance committee of that club to see that the principles behind its use are not violated. Where there is a violation the right to use the emblem will be cancelled and this is considered as being sufficient incentive for respect of the principles which it represents. Advertisers who undertake the use of the emplem will be required to sign pledges in writing that they will observe the advertising practice ethics as set down by the National Association.

The truth sentiment in regard to advertising was a dominant note throughout a number of the session of the convention of Ad men and it was emphatically evident that among the members there was a strong feeling that for the future the outstanding feature of the campaigns of all responsible concerns will be the endeavor to secure the public confidence.

Truth for Retailers.

That there was no new thing to say about advertising unless there was a new ideal or clearer understanding of truth was the manner in which C. L. Brittain, of the Kline Cloak & Suit Co., Kansas City, Me., introduced an address in which he brought forward strong arguments of both a practical and theoretical nature for advertising in which the buying public can at all times pin their faith.

"We may talk about these things for years and study them for scores of years," he said, and the one basic law will remain unchanged. All we can hope to learn of advertising or of any new or old science will have to be learned from its fundamental truth or principle.

"As it is in all kinds of advertising, honesty is beginning to be recognized as the most important factor in the retail campaign. You can all remember when advertising was looked upon as trickery and the common expression that 'It is just some sort of an advertising scheme.' Thousands and thousands of dollars are now being spent for the purpose of gaining the confidence of the advertising public.

Must Know the Goods.

"Some business men think that if the ad pulls the crowd and the selling force gets the money its a good ad and a fine combination that is as deeply as many think—just to get the money. True we advertise to get the money—no question about that, but men steal horses to get the horses.

"As advertising men we need to know the truth about what we are advertising—the whole truth and nothing but the truth; a lawyer needs to know the truth about his case in order to win. We need to be honest both in advertising and selling. Advertising is not just white space, type, pictures, etc. Advertising is business and a strong business-building factor. In order to accomplish the greatest good in the shortest time and maintain the confidence of the buying public we must know something about merchandise. We must know when it is right. We must know the truth about it. We must know the good about it. We must tell it in a plain and honest but enthusiastic sort of way that will not only pull trade but prove to be a lasting advertisement.

"It is just as impossible to write a truthful but business-pulling advertisement if the merchandise is not right as it is to write a truthful news story

STANDARDS OF PRACTICE.

The following are the "Standards of Practice" adopted by the Retail Department of Advertising at the annual convention of the Associated Advertising Clubs of America held at Toronto last week:

Each head of a retail enterprise should dedicate his best efforts to the cause of Business Uplift and to this end should pledge himself:

1. *To consider, first, the interests of his customers.*
2. *To insist on the courteous treatment of every visitor.*
3. *To permit no misrepresentation.*
4. *To discontinue careless, slurring or offensive statements on the part of salespeople.*
5. *To avoid misrepresentation or careless indifference in advertising.*
6. *To see that comparison values in printed announcements are with prices previously prevailing in his store, unless otherwise distinctly stated.*
7. *To avoid the use of such expressions as "Were $10," "Value $10," Elsewhere $10," "Made to Sell at $10," "The $10 Kind," etc., where their use would give a misleading impression to the reader.*
8. *To resent strenuously—to the point of withdrawal, if necessary—the "make-up" of his advertising in a newspaper next or near announcements offensive to good taste or of a debasing nature.*
9. *To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold), their general location and character, and a statement as to how they were secured—by voluntary subscription, by solicitation, by premium or gifts.*
10. *To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter to their columns or in expressing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in its columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.*

Truth Emblem Issued by Local Clubs Only

The Following Were the Recommendations of a Special Committee Appointed to Deal with the Use of the Truth Emblem, all of Which Were Passed by the Associated Ad Clubs of the World:

(1) That no action be taken to license the association's seal or emblem to national advertisers.

(2) That the association adopt another and different form of local seal for the identification of documents and similar coroporate things.

(3) That the use of the "Truth" emblem be licensed upon the following conditions to the local clubs affiliated to the association to be licensed by them to local advertisers:—

(a) The "Truth" emblem shall be used by the local clubs in its present form, except that in each case the local club shall substitute its own name for the name of the national association on the upper periphery of the seal, who shall print the word "Guaranteed" on the lower periphery of the seal. Any other symbol or work similar but not identical will be considered an infringement of the property rights of the National Association

(b) The local club shall place the licensing of the "Truth" emblem in the hands of its vigilance committee.

(c) The "Truth" emblem shall be licensed by the local clubs only to advertisers who will pledge themselves in writing to the observance of such code of advertising practice ethics as may be prepared by the National Association.

(d) All licenses shall be in writing and shall be revocative.

(e) Licenses for every "Truth" emblem shall be charged to the advertiser by the local club. and,

(f) Twenty-five per cent. of the gross amount of license fees collected by the local clubs for the use of the "Truth" emblem shall be remitted to the National Association.

about something that never happened. We should see that our merchandise is right.

Not for One Sale Alone.

"I wouldn't give much for the advertising that only made a first sale and didn't leave the customer in a fit condidition of good feeling toward the store to come back; it ought to do more than that—it ought to make them want to bring a friend. And it will if the advertisement is properly merchandised and the values are honest."

Mr. Brittain gave some strong illustrations backed up by his own personal experience. As advertising writer in a men's store he had put out a line of copy, which he felt should be bringing results; but it was not. So he made a trip himself into the store and asked to see $2 cravats which he was advertising at $1.65. He found $1.50 cravats which had been marked up to $2, and then marked down again. He found identifying buttons being cut off standard $17 suits which were then marked up to $25, and then reduced as a bargain to $18.50. It was no wonder that this advertising did not pull. He left that ship before it sank.

Selling Advertises.

"We must understand and know advertising and selling to be one and the same thing. We must remember that advertising sells and selling advertises. We must know that the real advertisement is not in the printed word but in the effect of the sale on the customer. A dissatisfied customer advertises—but in the wrong way.

The speaker looked for a new era in business for with the introduction of honesty, science and system, were given a chance and where science and system governed advertising and selling there would be less failure and more prosperity.

Deceptive advertising received a blow straight from the shoulder in the paper of A. J. Harding, which referred to truthful and untruthful advertising and embraced the ideas of the members of the vigilance committee in this connection. He asked if it was deceptive for a merchant to sell silk hose that are seconds and sortings at 19c., when he knew that if they were perfect goods the selling price would be $1? Was it fair to the purchaser to permit him to buy advertised bargains (?) without making him acquainted with such defects? Was a merchant guilty of false advertising when he knew he was selling damaged goods to an innocent purchaser, as perfect?

"He is" was the answer of Mr. Harding. "Now let us go back to the beginning of the sale. The wholesaler offers the merchant a special lot of goods at a sacrifice in price. He buys the lot and knows the faults before he places them on sale. But he offers them at a sacrifice, without one word of explanation to his purchaser. What would happen to the wholesaler or jobber if when he sold the lot to the merchant nothing was said about the defects and he simply featured the low price without a word as to quality. He would lose the confidence of the merchant just as the merchant loses the confidence of his patrons. He makes the sale but it is poor business in the end.

Mr. Harding asked the retailer to give the public the same consideration as he expected himself. Almost any kind of advertising would bring results but the point was whether this advertising strengthened the link between the seller and the buyer. The advertiser who deceived in his advertisements was largely deceiving himself in the end.

"There is nothing magical about writing honest advertisements? You must co-operate with and be a silent partner of public opinion. Confidence is a plant of slow growth. If it is abused by false or questionable advertising it withers and dies of exposure. If it is planted in a dependable place and that place is known for its straight-forward dealing and the reliability of its advertising, it thrives, grows and spreads out.

C.W.T.A. CONVENTION.

Don't forget the Canadian Window Trimmers' Convention in Toronto, August 11, 12 and 13 next. Three days filled with demonstrations by the best experts in America.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

The August Number of Canada's National Magazine

The August number of MacLean's Magazine is just off the press with a more varied and interesting list of contents than ever before. It covers the range of Canadian affairs thoroughly and powerfully. Here are a few of the leading articles:

THE MEN AROUND THE WHITE PLUME.

A sketch of some of the younger men in the Liberal party who have come into prominence since the last election. The outstanding personalities in the Opposition party in Commons are thrown on the screen by one of the brightest of political writers.

ON THE FIRING LINE IN RIEL'S DAY.

The second of series of articles on the North-West Rebellion written by one who was through the campaign and had a personal knowledge of the leading men on both sides. These articles are strongly reminiscent and present material of historical value.

WIDOWS OF FAMOUS CANADIANS.

A bright article on some of the women who have helped their husbands to make Canadian history.

PAT BURNS, CATTLE KING.

Among the outstanding figures of the West, Pat Burns of Calgary looms large. The life story of the man who controls so large a share of the meat supply of the West is graphically told.

THE ONE SECRET OF SUCCESS.

Know what it is? Concentration. Dr. Orison Swett Marden, dean of inspirational writers, has a powerful article on Concentration in this number,—an ambition stirring, soul-firing appeal that will reach to your innermost self and urge you on to higher ideals and bigger accomplishments.

THE BEST OF CANADIAN FICTION.

The new serial story by Robert E. Pinkerton, "Twisting Trails," starts in this number.

Other fiction features are:—

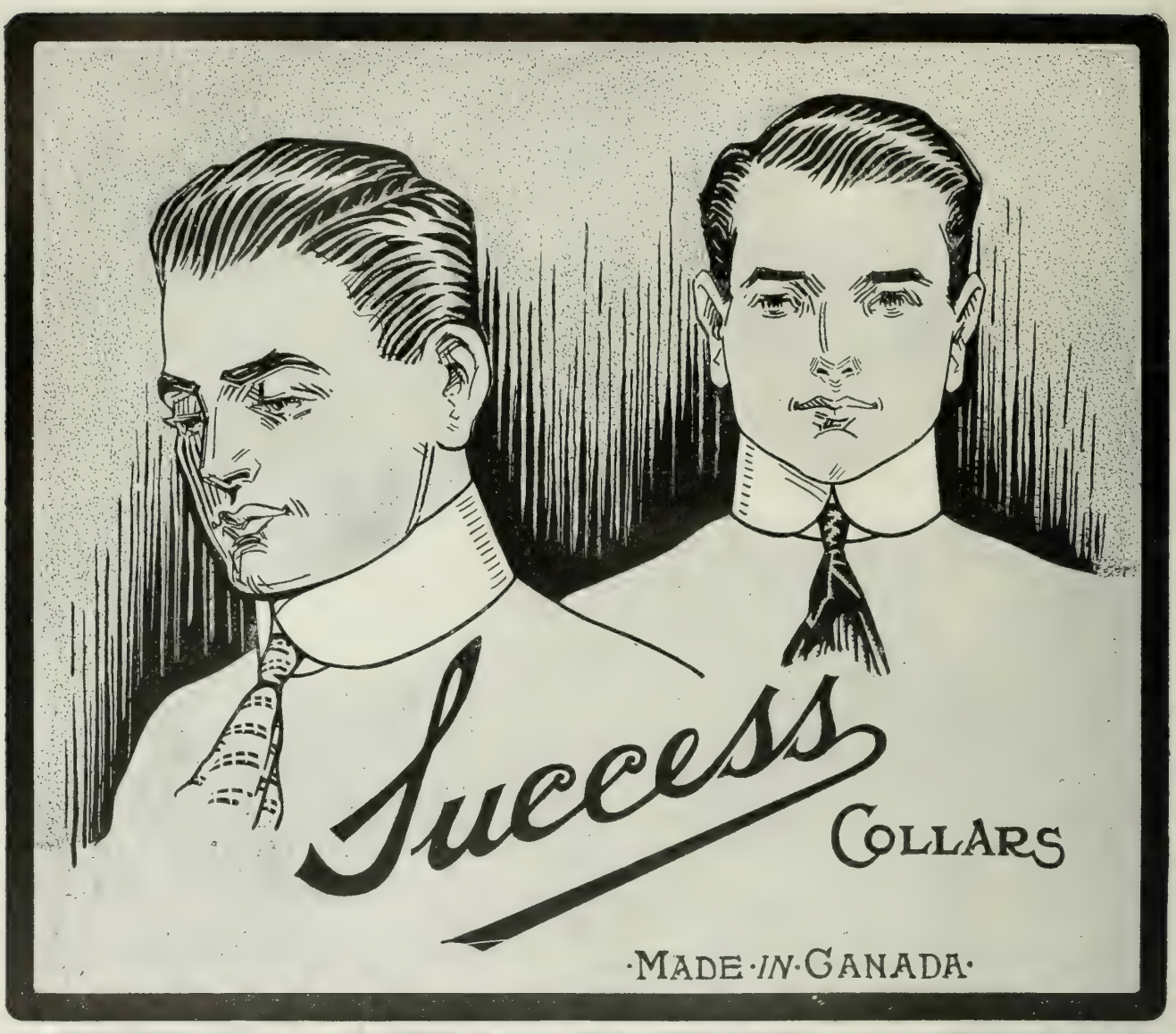
"The Things that Count," by Alan Sullivan.
"The Adventures of Madelyn Mack," by Hugh C. Weir.
"Spanish Gold," concluding installment, by Geo. A. Birmingham.
"The Orange Death," by Jerome V. Eberts .
"As It Was in the Beginning," by A. C. Cummings.

Is it necessary to add anything more? Can you afford to miss this monumental number of Canada's National Magazine?

Send $2 to-day and your name will be entered on the subscription lists for one year, commencing with the August number. Write Department M.

The MacLean Publishing Company, Ltd.

143-153 University Ave., Toronto



BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE.

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters' Co. Limited
Montreal

MEN'S WEAR REVIEW.

WAR AND THE TRADE

WAR WINDOW IN STORE OF GOODWINS, LIMITED, MONTREAL.

How Shipments of Fall and Winter Men's Furnishings will be Affected.
The Business Situation Covered from Many Angles
Up to Time of Issue.

AUGUST, 1914

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1.00 A YEAR

Why is your stock of

FLEET FOOT

SHOES

Like an expert Acrobat?

ANY shoe retailer, or any clerk in a shoe store, sending us the correct answer before Sept. 1st, will be entitled to a pair of our new

WOMEN'S TANGO PUMPS,

which will be presented with our compliments to any lady he names. Address your answer to the *Editor of Foot-Prints, P.O. Box 330, Montreal.*

The correct answer will be published in September *Foot Prints,* which will contain the complete *Fleet Foot* catalogue of styles for 1914-15.

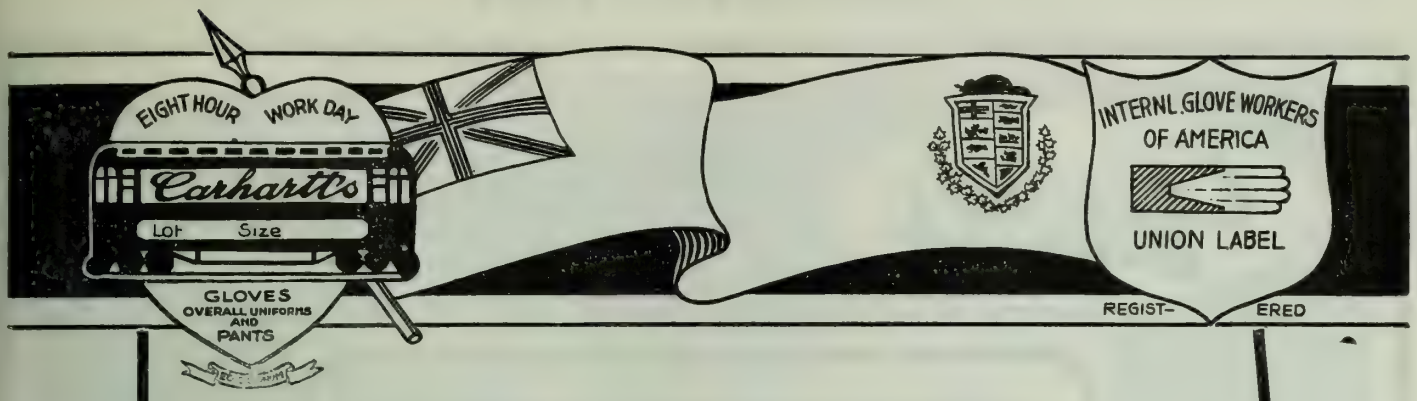
By the way, summer is not over yet. Better look over your stock of *Fleet Foots,* and sort up with a few pairs.

Canadian Consolidated Rubber Co.

Limited

MONTREAL, P.Q.

28 BRANCHES THROUGHOUT CANADA



An eight-hour day and "Carhartt's"

The eight-hour day, a direct benefit to the working man, is an indirect benefit to the merchant, because he is enabled to supply the laborer with his requirements when he wants them without keeping his store open late. He gets this trade when the workman realizes that his work clothes need replenishing and holds it if he supplies

CARHARTT'S

Gloves, Overall-Uniforms and Pants

The Carhartt label (shown above) means a lot to the laborer whose work requires strength. It is his guarantee that he is going to get dollar for dollar value and he knows that every vulnerable spot is reinforced in such a way as to double the garment's life, whether gloves or overalls, etc.

The Carhartt agency is very desirable if you have working men, union or non-union, in your town.

Send for our approval assortment of gloves and overall-uniforms for sixty days — what you don't sell or require return at our expense. A card to-day will bring it.

Hamilton Carhartt Manufacturer

Limited

Toronto *and* **Vancouver**

Classic
HATS FOR MEN

1915
Announcement

Full range
of Classic
HATS FOR MEN

Straw Hats
is now ready

SAMPLES NOW IN
THE HANDS OF OUR
REPRESENTATIVES

The Crown Hat Co., Limited
Main Office, Galt, Ontario.

THE CROWN HAT
MADE IN CANADA

IF you are in the merchant tailoring business you know that the two items which prevent you from making a handsome profit are your heavy unsold stock of materials and your high-priced tailors who are often idle in the dull seasons. Why not eliminate both by changing your method of selling?

Continue to conduct the merchant tailoring end, but instead of making the clothes in your own shop, cut out this overhead expense and let us make them for you to your customers' measurements.

Get into the ready-to-wear line also. A small stock of regular sizes in

Campbell's Clothing

will be quickly sold, leaving you with no unsold odd-sized lots—no out-of-style suit lengths as formerly—no expense for expert tailors—and no bargain sales. Your business will be all cash and your money will be in the bank or wherever it will bring you the best returns.

We want one representative in each town—if we have no agent where you are located, write—

The Campbell Manufacturing Co.
LIMITED

MONTREAL - - QUE.

GEO. C. POOLE *and* COMPANY

Makers of

Poole's "Paragon" Pants

have purchased and are continuing the Pant Department of

The Andrew Darling Company, Limited

business. An examination of our range will demonstrate why

"Poole's Paragon Pants Please"

When in the City call and examine the special clearing values we are offering. It will pay you at this time for careful buying

GEORGE C. POOLE *and* COMPANY

SUCCESSORS TO THE ANDREW DARLING COMPANY, LIMITED

The Darling Building, Spadina Avenue, Toronto

Challenge Collars

Selling Point *Number 7*

With The Free Tie Space

Few of your male patrons do not know the distinct advantages there are in having a collar that allows the tie to slide easily.

If a collar is cut right there is no necessity for it binding the tie and ruffling the temper, to say nothing of putting the tie out of commission. Arlington collars never bind the tie, but allow it to slide easily. They come in six grades, of which the Challenge is the $2.00 a dozen line, all styles.

Let us send samples.

The Arlington Co. of Canada, Limited, 54-56 Fraser Ave. Toronto, Ont.

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E.,Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

The War and Men's Wear Supplies

No Scarcity For Months To Come, Although Some Special Lines Will be Cut off Entirely—Underwear Likely to Advance—Hats in Pretty Good Shape—No Danger for Ties.

THE influences which will be felt in the wholesale and retail business of Canada in men's wear as the result of the war in Europe operates from so many sources that it is difficult at this time to gauge their extent. These influences are direct and indirect. There will in the first place be many articles from Europe which we will not be able to get; there is the great volume of trade with the United Kingdom which will be interfered with to some extent at least until Britain establishes herself in the position of being able to guarantee absolutely the Atlantic routes; there will be higher cartage charges undoubtedly, higher insurance, dearer exchange, etc., which must be considered in their relation to the markets.

The position as regards men's clothing and furnishings is more favorable than lines of dry goods, such as dress fabrics, silks, laces, fancy goods and toys, where serious deficiences are being felt already in the supply with prospects for a famine in some lines before a month has passed. But in clothing the present situation is not alarming. Canada is more self-sufficient in this repect—given the cloths themselves—than in many another branch of manufacture. The imported cloths for Fall and Winter, it would appear, are mostly in the country already, while the English make-up stocks that have not yet arrived, will gradually be sent over, although necessarily after considerable delay.

90 Per Cent. of Suitings In.

One large dealer in suitings for men and boys, told The Review that he had 90 per cent. of his imported stock on hand ready to be cut up in Canadian clothing factories. The intermediate process—the making—naturally compels these cloths to be delivered early in the Summer, and the most of it even in the Spring.

The delivery of English goods will be facilitated by the arrangement entered into by the Canadian Government, by which the high cost and delay in exchange is avoided. In addition to this is the British Government's guarantee of insurance risks up to 80 per cent. and the steady drop in the early rates.

Canadian mills, it is certain, will be working overtime in supplementing the supply.

What effect this situation will have on prices is difficult at the time of writing to determine, but few wholesalers or jobbers who were approached believed that there would be much advance unless the war dragged on for many months or a year, when an almost limitless number of factors would have to be taken into consideration.

There are a few lines of German goods, such as dressing gowns that will not come in time, as they are not due usually before about the first of November. Nor will there be any stocks on hand to cover this demand as most dealers take care to clean them out in the Christmas gift season, but this is a very small end of the clothing business.

In men's furnishings there is not much more cause for alarm. There are some lines of course, that will be cut off entirely. One of these naturally suggests itself, velour hats that have been coming out from Austria for several years past. So far as can be learned, none of the new stock has arrived yet, but the sales of these goods have not been increasing of late and in any event, they bear a very small proportion to the total in any store.

Italian hats will at least be long delayed and no French are expected.

There are also some lines of Austrian shirts, and some hat bands and bindings, that will be absent from the line-up of men's wear stores.

Lots of Silk For Ties.

In ties not much trouble is anticipated. One of the largest buyers in the Dominion stated to The Review that supplies up to Christmas were in good shape, and a scarcity of silk was not anticipated. There was no lack even when the U. S. mills had a serious strike barely one year ago. The German silks were used a great deal for ties, but as a rule Canadian and U. S. buyers had to furnish the patterns, or greatly tone down those of Europe. French silk was used only for the most expensive and 'freaky' lines, and was of comparatively little importance. His opinion was that whatever extra cost there was would be borne by the manufacturers.

Underwear From Canada.

In underwear the situation as to price, at all events, was not quite so clear. German lines, which are more popular in lighter wear, than heavier, would, of course, be cut off, but Canadian goods have been displacing these to quite an extent of late. In silk underwear the States would be used to supplement stocks along with Canadian goods, but these, of course, are a comparatively small amount of the total. The price in these was likely to advance, particularly as artificial silk was becoming scarce with Germany cut off. A U. S. buyer

SOME IMPORTANT FIGURES.

A brief summary of the importations to Canada in some of the principal lines of men's wear will be interesting.

Socks—Germany, $399,697.

Knitted Goods, Germany, $98,854.

Hats, caps.—France, $49,631; Italy, $96,264.

Straw hats.—France, $91,876; Italy, $60,487.

Clothing, ready-made. — Germany, $157,437.

Collars and cuffs.—Austria-Hungary, $30,947.

In other lines it is impossible to separate between men's and women's in the official figures.

was in Canada the middle of August taking all he could get in artificial silk hosiery, Germany, and in knit neckwear England have been large exporters.

English stocks of underwear, it was expected, would come in gradually, but Canadian, in any case, form the big bulk. One firm mentioned handling $20,000 of "foreign" to $200,000 of Canadian. The whole tendency, however, was in the direction of an advance in underwear. It should be remembered, also, that many retailers are pretty well stocked up from last year, and, for once this will not be an unmixed evil.

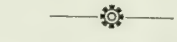
Hats Good Supply.

In hats there is not much likelihood of trouble. A large portion of the stocks in soft and stiff hats has arrived, one of the largest Canadian retailers reporting that he had enough soft hats to last until the beginning of February.

A large wholesaler reported that he had received most of his English goods, although none had arrived from any other country of Europe. This firm gets 75 per cent. of their goods from Great Britain and the Continent and 25 per cent. from Canada and the States. If the stock from England was cut off the last two sources would supply a good portion of it, but the English shipments he expected to resume very shortly.

There is expected to be an advance in hats, however, owing to the general situation, and the fact that the duty from the States is higher than from England.

Collars and shirts are in pretty good shape, as the imports bear a smaller ratio to the total than in some other lines. In any case large stocks are on hand.



GAS PIPES TO RAISE TABLES

A unique scheme for raising tables by extending the legs was noted in the men's clothing store of Grafton & Co., at Woodstock, Ont., where sections of gas pipe had been fitted to the supports. The tables were of the low variety generally used for displaying clothing under the old method, and it was desirable to raise them for the showing of shirts and other furnishings to bring them closer to the eye. The pieces of pipe secured were of a size which just nicely fitted to the bottom of the table legs and the desired result was very simply attained.

F. Chorniere, Granby, Que., is making the fourth addition to his men's wear store.

Fred French, Sarnia, Ont., has sold out his tailoring business and accepted a position with MacDonald Bros., men's furnishers.

As Montreal Views the Situation

Clothing, Ties, Raincoats, Hosiery

Woolens From Britain, Silks From Switzerland, France and Belgium, Fine Hosiery From Germany — Establishment of Transportation to England the Important Thing.

By a Staff Correspondent.

MONTREAL, Aug 15—(Special). —So appaling and so unexpected has been the crisis which the business world has been brought to face as the result of the greatest conflict of history; so unhinged is the fine financial balance upon which the structure of modern trade has been built up and so uncertain is the future, that it is almost impossible to find any solid viewpoint from which to obtain an outlook.

In the supplying of clothing and furnishings for men there is nothing more affected than the importation of the higher class materials from which Canadian clothing is made. Here the whole problem hangs on the result of the conflict in the north sea. We can see only one outcome to that conflict; there is only one result from the meeting of the two great armadas which science can forsee, and with that result—the victory of the English navy and the re-establishment of the means of transportation between Canada and Great Britain — clothing men are looking for business to continue without very radical changes.

Of course there are many factors to be figured on even in the event of trade being resumed with the United Kingdom —and we do not care to look at the other side of the picture. War insurance and dear exchange may be expected to advance the costs. On the other hand it is not to be expected that there will be as good demand for some classes of clothing goods under war conditions.

Women Workers.

It is pointed out, too, that industry in England would be handicapped in a comparatively short time by the taking of men for the army and this argument is offset by the other that in the event of war continuing Great Britain will find the continental market cut off and will be glad to export everything possible to this country; also that there is a large percentage of women workers in the textile and woollen industries in England and that this percentage would probably be increased in the event of workmen being called to the front.

But as we have said before, the situation is too new to consider what the developments may be and if the worst comes to the worst the mills of Canada and the United States might be able to supply our imperative demands.

Generally speaking Fall stocks have been pretty well received, with the exception of cases where retailers are importing direct, and attention was being directed to the Spring business which gives a breathing spell in which a slight pause may be made to see what the immediate developments may be.

Neckwear From the Continent

In furnishings Canada looks to be in a position to meet pretty well primary demands at least on this side of the water. There are heavy imports of shirtings from the mills of Great Britain, but as stated before the trade is not looking for anything very serious in regard to English goods. Raincoats are also imported in large numbers from the United Kingdom and from Germany comes much of the light lisle and silk hoisery which the wholesalers would now soon be purchasing for the Spring business. However, practically all of these goods can be secured in the United States and our own country.

In neckwear the continental trade is very important, for it is from France and Switzerland that the most of our high class silks are secured. So far as Fall business is concerned, however, many of the shipments had already been received.

Spring Samples Here.

Houses which import largely report that in most lines the furnishings for the Fall business had been received, and in fact samples had been in hand for some time for Spring business. The quandary that many of the wholesalers now find themselves in is what to do with regard to orders for Spring goods and what attitude they should take with regard to taking orders for foreign manufactures which they may not be able to fill.

However, as stated before, there is little doubt that can be said of the whole situation until there comes word of the solution of the problem of the North Sea.

Satiating Public Appetite for War News

News Pictures and Bulletins Attract Crowds to Windows of Men's Stores—Patriotic Trims, With Display of Flags, Photographs of Royal Subjects, Etc.

By a Staff Correspondent.

MONTREAL, Aug. 10—(special).—Not with the idea of attracting the interest of the public at this critical time in the history of the Empire for the furtherance of business interests but rather to appease the appetite for war news at a time when the censors are trimming the news dispatches and when anything relating to the situation between the great powers is seized upon with avidity, proprietors of men's stores generally have been quick to take advantage of the public attitude. Patriotic displays in the window trimmings and photographs and bulletins have been used with great effect and when one passes along the street many of the clothing and furnishings shops are to be distinguished by knots of eager men attracted by war pictures, maps or bulletins.

Enthusiastic Crowds in Montreal.

In no part of the Dominion did the feelings of Canadians find vent in more patriotic displays than in Montreal and for many nights the crowds of the day were augmented by thousands who left their homes to march the streets until midnight and watch the bulletin boards for the news from the front. In the Province of Quebec we find the spirit of France still smouldering behind the love of Empire and at this time with England supporting the one-time rulers of Canada in a fight for continental democracy there has been an opportunity for a full display of that highly emotional spirit of the French-Canadian—and the more stolid British spirit was not slow to follow. In the port cities of the St. Lawrence, too, Canadian troops first saw actual service and the squads and detachments moving through the streets to take up their positions along the waterfront and at the strategic points along the canal met with enthusiastic demonstrations.

Between watching the troops and the bulletin boards and extras, the crowds turned their attention to the patriotic displays in the windows and many of the men's stores in their displays did their best to satiate the appetite for war information.

Simple and effective patriotic displays which attracted much interest were mere ly arrangements of flags with a central figure—the likeness of His Majesty; the picture of a British fleet, or some of the great dreadnoughts; pictures representing glorious chapters of Empire's history, etc.

In other cases magazine pictures of the last great naval review, charts showing the relative power of the great navies of the world, news photographs of recent events of great international import and war maps were pasted on the glass windows where they drew crowds which impeded traffic in the streets.

Ran Bulletin Service.

Two furnishing stores in the business section of Montreal ran a bulletin service of the war news on their windows by pasting up the front pages of the war extras as they came from the press and these drew knots of busy people who stopped for a moment on their way by and took at least time to read the headings, which in most cases were discernible across the sidewalks.

A War Sale.

One large men's establishment, quick to take advantage of the war interest, commenced a war sale, the windows being pasted with large streamers on which in large bold letters in red was flashed the striking word "WAR," while in the different departments the balance of the lettering was worded to indicate war on prices of suits; war on prices of straw hats; war on prices of shirts, etc.

All Colors Now for Suitings

Men of Present Day Look to Mixtures and Patterns Coupled with Cut for Individuality—A Shade for a Season no Longer the Idea.

From interview with Ed. Mack.

THAT men are getting away from the old idea that a certain color of clothing is identified with a season and that so far as the color is concerned the business suit can be almost any shade at any time, is the opinion expressed by Ed. Mack, the well-known Toronto clothier. No longer is it necessary to wear grey in the Spring and brown in the Fall, and these colors are not confined to the seasons with which they were formerly identified, although they may be somewhat more in demand at those particular periods, nor will it be found that there will be a strong run on any one color at any time.

By this Mr. Mack did not mean that men's clothing was losing its distinctiveness as regards material, or that light-colored clothing was not the right thing for Summer, but he advances an opinion that is borne out in the clothing business generally—that it is in the patterns and mixtures that men now find individuality rather than in color. But more than pattern and color, the modern man depends upon the tailoring of his clothes, and it is in the cut that he gets distinctiveness.

One of the reasons we think for the change is the tendency of men to-day to wear not the same as other men, but something different, and even where there is a popularity for a color for a time, that time is short and the run will not be so general as a few years ago. It has been the same with overcoat materials—a certain class of material becomes popular for a time, but the time is short before there will be a demand for something that will be different to the other fellow.

Illustrative of what he said with regard to clothing materials, Mr. Mack expresses the opinion that for the Fall business there will be a strong run on tartans, but it will be a popularity of pattern rather than of color, for there will be a wide range of colorings in browns, blues, dark grays, etc., with the tendency, of course, towards more sombre shades for the cold weather.

EARLY CLOSING IN BARRIE

An early closing by-law affecting dry goods, clothing and men's furnishings stores was passed by Barrie Town Council.

S. Jacobsen, Belleville, will open a clothing store in Picton, Ont.

"Ten p.c. Discount If You're in This Group"

Men's Wear Store in Hamilton Draws Trade from Large Area by Snap Shots—Combination Sales Successful—Special Bargains in Socks, Ties and Suspenders.

THERE'S a men's store in Hamilton that is working out a very successful "photograph stunt," as the proprietor calls it, — **Armstrong, the Make-It-Right, Clothing, Furnishings and Hats, 163 King East.**

In the window any time may be seen a photograph, a snap shot of a group of men, taken on busy King or James street, at the market, on a ball field, at the boats, or on a comparatively quiet side street.

It does not matter much which, provided the group contains prospective buyers, such a one as is reproduced in this article.

The virtue of being a member of such a group is that it entitles such a one to a ten per cent. discount on any purchase in Armstrong's from date of recognition of his photograph for one year.

It is astonishing the amount of notice, of publicity, the scheme has insured for the store. The success, to a certain extent, depends on the well-known fact, that most groups contain faces with which each one in the group is familiar, that men, particularly young men—prospective buyers at Armstrong's—do not act like Lord Dundreary pictures a bird—going in a corner and "flocking by itself." Young men do not "flock" alone.

Sample of photograph in 10 per cent. discount scheme.

Half a Dozen From Oakville.

This is how it works: A short time ago a group of young men from Oakville, about 20 miles away, happened to be snapped in this way. One saw the picture in the window with the announcement of the terms, and forthwith found another, and still another, until finally six of the Oakville boys found themselves in that store, buying goods under the 10 per cent. arrangement. Chances are some of them will trade there for the rest of the twelvemonth.

"Did you see your picture at Armstrong's?"

How natural a saluation, over this novel scheme.

Mr. Armstrong in order to keep track of those who eligible, gives each one a certificate of yellow paper, fitted in a leather case, which is reproduced here, with name and address. This certificate is good to Mr. ————, for one year from ————, 1914, to ————, 1915, for a ten per cent. discount . . . ," and at the bottom appears the proprietor's name.

The influences are far-reaching. A man in England wrote the firm enquiring whether it were true that his photograph had appeared; friends in Hamilton had written him after a visit he had made to the Ambitious City.

This is one of many stunts that Mr. Armstrong has found helpful in that problem of all problems for the men's furnisher, inducing men to enter store.

"If I once get them in, it is the fault of myself or my clerk if they do not come back," is Mr. Armstrong's firm conviction as to the responsibility for holding a man once he tries your store.

It is also a theory of his that few men come in definitely to buy clothing; that is few in comparison with the number who do buy. They come in for ties, collars, etc., and when they are in is the time to show them lines of clothing.

But how important the effect of this visit for clothing: "If a man comes in to buy clothing and you can't suit him, he never comes again."

Another "stunt" tried in this store is a "Combination Sale," that is, on the theory that people want something for nothing."

For $10 you get $2; for $15 a $3 gift; for $20, a $4 gift. If the purchase is small, perhaps a 5-cent collar, or a pair of garters.

In one case Lodge Pins were given away with purchases of $5 or over, and there were 160 of these taken.

Mr. Armstrong believes in having one or two lots of goods always on hand: "leaders," they are often called; year in and year out.

One of the most popular "bargain" lots is: **"Lisle Socks, regular 35, 21 cents, or 5 for $1."**

These, it is hardly necessary to state are bought up in large quantities, and on them the profit is small, but very large sales are made. Sometimes suspenders are sold at 20 cents, as a drawing card.

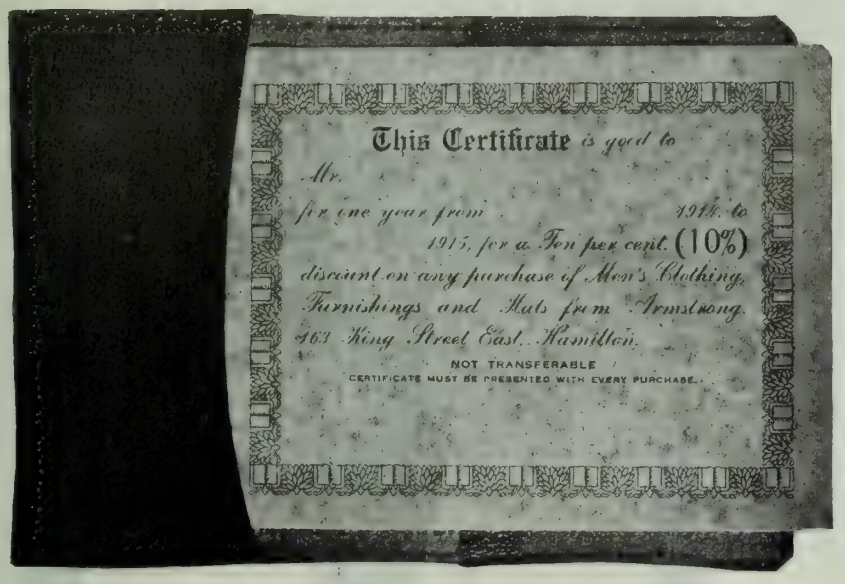
An attempt is made in socks and collars, especially, to induce buyers to take more than one. For instance, in 25-cent lines, a reduction of 25 cents is made on taking one dozen. Wash ties at $1.50 a half dozen are reduced to $2.75 for a dozen. An exception in socks is the 25-cent cashmere line which is kept at $3 flat for a dozen as the margin on these is close.

In the case of straw hat sales the firm is careful to make it clear that when a general selling price is adopted, that all hats, say in straws, are put on sale. There are no reservations. "Any straw hat in this store for $1," is the usual announcement.

Most of the publicity work is done by means of the window, and as to results from this, Mr. Armstrong can hardly speak with emphasis enough.

W. L. T. Weldon, Chatham, Ont., tailor, is dead.

Clinkskills, Ltd., Saskatoon, furnishers, have increased their capital to $75,000.


This Certificate is good to
Mr.
for one year from 1914. to
1915, for a Ten per cent. (10%)
discount on any purchase of Men's Clothing,
Furnishings and Hats from Armstrong,
463 King Street East, Hamilton.
NOT TRANSFERABLE
CERTIFICATE MUST BE PRESENTED WITH EVERY PURCHASE.

This shows certificate given to each person who is in the snap-shot taken every week and is good for a 10 per cent. discount on all goods in the Armstrong store.

Devices for Drawing in the Shy Male Species

Guelph Store Gave Ten Hats Away Free.—On Another Occasion Each Purchaser Had Choice Of Best Collar On Premises.—Post-card Superior To Enclosed Circular?

TO entice that shy animal, the human male, to a display of new styles in clothing and accessories, is a problem that has worried many a furnisher. Style is something which seems at once to attract Eve, but Adam —that is, the average Adam in the small cities and towns—shuns anything of the kind. Special attraction to draw the so-called head of the family and the trousered branches thereof into the store where they can be talked to and where they can be shown what is what in men's wear have been the policy in connection with the men's wear department of G. B. Ryan & Co., of Guelph, Ont.

Giving away hats free was one of the special attraction arranged to bring men to the store—ten of the best hats in stock were offered absolutely free. Each man who came into the store was given a numbered coupon. The coupons were given at the back of the store so that each man who received one had to pass all the way through. The following day the winning numbers were advertised and the lucky men asked to call for the hats.

Best Collar in Store Free.

This device was so successful that for the Spring style opening free collars were advertised. During one whole Saturday throughout the day and evening every customer in the men's department making a purchase was given a collar free. These collars were not a job lot; they were not special purchase for the occasion; every customer had his choice of any collar in the store of any brand or of any style.

Mr. Ryan does not say how many collars he gave away, but he is satisfied that the experiment was a success in attracting men to the style display.

The Ryan firm has also adopted the personal letter idea in appealing to the men of Guelph. This letter gives a little talk on men's wear and the Ryan store, and is a direct invitation to come in and talk things over.

Post Cards Bring Results.

That the post card is the best method of getting advertising through the mails, is the opinion of R. E. Nelson, a prominent specialist in men's wear in Guelph. He points out that with the post card the recipient is sure to turn it over and look at it and that he is likely to read the major portion of it before he quits; with the circular there is an envelope to open, a sheet to unfold, and usually before this the idea is borne in upon the recipient that it is an advertising circular and it finds its way to the waste paper basket, the fireplace or the kitchen stove.

Mr. Nelson says that he has not only got results from this method but that he has got them quickly. He gives an instance where cards were mailed in the afternoon and where he had closed a good sale the next morning before nine o'clock—a sale which he traced directly to the post card suggestion.

PERSONALS.

Chas. H. Reed, Edmonton, Alta., has been appointed manager of James Ramsay Co., Limited, after having served for three years as secretary-treasurer.

S. Graham, St. Thomas, men's clothier, was robbed of nearly $400 by burglars getting at the safe.

Carn Bros., Hull, Que., were robbed of a small amount of money lately by burglars forcing the till.

H. J. Lacey, Imperial, Sask., dry goods merchant, lost his store and entire stock by fire, as the result of lightning.

Mabee Black, Tillsonburg, Ont., has decided to close out the stock in his ladies' supply store.

W. H. Scroggie's, Montreal, gave a big picnic for its employees on the 18th at Auvergne Farm, Lachine.

"Count Discount" Provides Count-less Bargains

Play on Words With New Personality That Introduced Original Note Into Summer Clothing Sales—Featured Arrival in Town and Stirred up Public Interest—Used Count on Show Cards With Reduction Mark on His Shirt.

THE flaunting of the foregoing announcement from the bill boards of the city or the advertising columns of the newspapers does not mean that some scion of a noble family is due to arrive in town. The idea is to arouse the curiosity of the public and usually that end is attained. For a couple of weeks the advertising announcements continue until naturally the question gets to the tongue of everybody on the streets—and then comes the explanation. A second big poster with a striking picture of the count appears and likewise the newspaper advertisements become more definite:—

This is the Count. He is of the finest stock, now in reduced circumstances. During the Great Price-cutting sales of Clothing now on at _____.

A "Phony" Nobleman.

And then for several days the distinguished looking Count Discount is kept before the public eye. Perhaps there will be an announcement that he is to arrive in town on a certain train and there will be a "phony" nobleman alight and proceed to the store where the sale is being held.

Does it get the public attention?

Inquire in any city where such a sale has been held—that will be the best answer.

Grafton & Co. were one of the firms that used the scheme to give variety to their Summer sales and The Review found on inquiry, both in and out of one of the stores, that on the one hand there was no doubt about the interest which had been created through the city and on the other hand of the benefits gained by the promoters as the result.

Some Clever Advertising.

In addition to the newspaper and the bill board advertising large sheets were distributed generally throughout the city and the district announcing the arrival of Count Discount for a twenty days' visit. The introduction to this announcement shows the clever manner in which the Count Discount idea was carried out:

> If you have been looking for the count you've found him now. His full name is Count Discount, and you will find him a royal good fellow in the generosity of apparel bargains he will offer you during this exceptional sale. Of course no real live count is here, for this is a peerless sale and the bargains offered are countless, but the discounts are here; such liberal savings that it will more than recompense you for any disappointments you may feel at not seeing a real specimen of nobility. If you count the dollars that you can save here now in good clothing merchandise you will come away more gratified than if you had seen the whole House of Lords.

Form used on cards or in enlarged form as posters announcing bargains in this sale.

Another feature of the sale was the price cards used throughout the store. These were of various sizes, but all of the same design, showing the count with the percent. mark on his shirt front holding out his arms and extending his coat and with the words "The coat of arms of Count Discount." On one side of the figure was placed the price with which the article of clothing had been acquainted, and at the other the sale price—the effect being a very striking one.

Free Trips Offered.

In connection with this sale a special effort was made to bring out of town buyers to the store and the city, and an offer was made in the announcements that railroad fares to and from any point within fifty miles would be refunded on presentation of the round trip ticket and purchase checks to the amount of $25.

The Count Discount had all the advantages of being a distinct novelty and of attracting public attention in a season when many sales were being held and when competition among merchants was unusually keen.

R.M.A. IN GODERICH.

Dry goods men are well represented in a branch of the Retail Merchants' Association which was organized in Goderich. The officers were: P. T. Dean, president; T. R. Hodgens and Wm. Sharman, vice-presidents; J. J. McEwen, secretary; John Spahr, president.

PERSONALS.

Dugal & Lacombe, Montreal, have been registered as tailors.

Benjamin's, Bancroft, Ont., a dry goods store, was destroyed by fire.

Raphael & Co., of Hamilton, have opened a women's wear store in Berlin.

W. H. Shaw, Stouffville, Ont., sustained a loss by fire in his dry goods and grocery store.

Herbert White, Briercrest, Sask., has taken over the Semi-Ready store in Regina, formerly conducted by Henderson's, Limited.

Thomas Ogilvie, of Thos. Ogilvie & Sons, wholesale dry goods merchants of Scotland, with a branch in Toronto, left an estate of $592,260, of which $207,140 was invested in the Toronto property.

Providing Mannish Clothing for the Boys

Montreal Store For Women Opens a Department To Handle Clothing and Furnishings for the Boy—Giving the Little Man all the Fashions and Styles of His Big Brother and Father — Popular Naval Overcoat.

By a Staff Correspondent.

MONTREAL, Aug. 15—(Special). —A department for the boys where the little man can get the same attention and the same consideration for his style ideas as his father and big brother, is the idea behind the establishment of a new department in the store of the John Murphy Co., Ltd., of this city. The innovation is being introduced as a feature of the expansion which the establishment is undertaking by the removal of the offices into an annex, and the devotion of the top floor of the building to the handling of merchandise.

For years the house of Murphy has made a specialty of catering to the needs of woman and everything that finds a place in the wardrobe of milady has been carried. Up to the present the only consideration that there has been for the male of any age has been in hose and some kinds of gloves. Now we find that the growing consideration for the wearing apparel of the boy, which has been more and more in evidence during the past few years, has had its effect, and in the expansion scheme there is space devoted to a boys' department—and it will be for " boys " alone. There will be clothing for the little chap of two years and there will be the latest thing in mannish effects for the boy of 14 or 15; but when he reaches the age where he begins to think of covering that portion of the legs between the knee and the shoe top he will have to go elsewhere.

J. E. James, who comes to give this new department his special attention, is a boy's man, and he shows it in the clothing which he has stocked pending the opening. Models are to be found in which all the style is evident which is today tailored into the clothing of men.

There are mannish coats for the little fellows as young as six which are made on the big brother style, with rolled collars, belted backs, inverted pleats, and all the latest novelties in effects; there are Norfolk coats for the bigger boys, with everything up to the moment in cut and design. In fact, almost anything in style to be found in the latest outputs of the tailors for men may be found worked into the clothing for the boy. And there are the serviceable staples, too — well tailored overcoats and suits, reefers, etc.

A Naval Overcoat.

Two of the overcoat models shown should be extremely popular with the little fellows at the present time, with the war excitement in the atmosphere. One is a naval overcoat of the approved blue, cut on the same model as any admiral on the quarter-deck, with the high collar, inverted pleat in the back, "R.N.R." strapped over the shoulder and a silk emblem with " Canada Navy " worked on the sleeve. Another is after the army model, made in khaki, belted back, brass buttons, worked shoulder straps, etc.

THE "YOU MUTT" LABEL.

AN incident in a theater in a Western city last winter showed the effectiveness of the "This ain't your hat, you mut" label on the inside of the hat referred to in the July issue, and at the same time caused a laugh with the members of a small party of young men at the expense of one of the well-known boys about town. One of the young men of the party occupying a portion of the front row had a label of the kind mentioned in his hat, and while the performance was in progress the popular young man referred to, who was sitting next to him, got up and went out, taking the wrong hat. Before he had gone far the mistake was discovered and the word passed along with the result that there was an interested quartette waiting developments—and the developments were not long delayed. The label was so prominent that it could not be missed by any one attempting to put the hat on and in a minute or so a sheepish looking young man made his way down the aisle to the front seat, exchanged hats under the fire of a general laugh and went out again.

Of course, the idea is not to cause the discomfiture which was incident to this case, but it shows how such a label is likely to prevent mistakes in the exchange of headgear.

To this line of boys' clothing will be added furnishings, to include collars and ties, in which the same consideration to to style, color, and cut will be given as with regards to the clothing. The idea of Mr. James is that in the details as well as the garments the individuality of the taste of the boy should be catered to—a well-dressed boy is the groundwork for a well-dressed man.

An Effective Location.

The boys' department is being located on the top floor of the building and will be oblong in form so as to gain the advantage of the long row of windows which give splendid lighting facilities. From these windows there is a refreshing view of Mount Royal in the immediate distance. Such a view is sure to have an effect in drawing patrons to this side of the store, and at the same time it is not hard to imagine that it will prove an attraction to the boys.

To the Parents Also.

In establishing a boys' department of this kind there is one feature that is not lost sight of, and that is that clients will probably buy with the consent and on the final approval of their parents, and this involves the question of quality as a factor just as important as style—the former appeals to the parent, the latter to the boy himself.

And in the clothing which is being put in stock Mr. James has kept this consideration in view. There has been no sacrifice to quality to secure style—one is as important as the other.

LIABILITY FOR REPAIR GOODS.

An establishment which takes furs or any personal property to repair for the owner is not an absolute insurer of the safety of the property while under its control. For any loss or damage caused by its own negligence the repairing establishment is liable, but for nothing beyond this. The rule is, of course, different if the custodian of the goods expressly agrees to be liable for their safety; it is also different if such custodian has tacitly assumed this liability.

"Not a Store for the Masses but the Classes"

Clear-cut Policy Of New "Case" Men's Wear Store In Montreal. —Handsome Fittings And Attractive Service.—Crest Used In Ads. And Window Cards.—Appeals For A Distinctive Following.

By a Staff Correspondent.

MONTREAL, Aug. 17—(Special). The new "Case Store" in the Drummond Building, corner of St. Catherine and Peel streets, Montreal, is decidedly a high-class emporium for men's clothing and furnishings. Opened a couple of months ago in a brand new building, with a brand new stock, and some brand new ideas for getting after and holding the trade of men who are seeking exclusive and attractive articles of wearing apparel, it has nothing to hold it back.

The proprietor, Glen S. Case, has had ten years' experience in several of the leading stores in the country, and he is brimful of ideas for making his store inviting to the man who would be dressed right. The store is finished in solid oak, with very attractive wall fixtures and show cases, and though the front is not very large it has a handsomely tiled vestibuled entrance and two advantageous show windows, which offer a splendid opportunity for alluring trims.

A special feature of the Case store is the manner in which the dressing and retiring rooms, at the rear, are fitted with lockers where customers may keep their dress clothes, to be used when the press of business, or some other reason, prevents them from going home to change.

Store for the Classes.

Mr. Case does not aim to get the popular-priced trade. He is after the high class business. In a neat booklet he has distributed he has this to say: "This shall be a store of the better order, not a store for the masses, but distinctly a store for the classes—those who appreciate the niceties of correct dress, and who bow to the dictates of fashion." This is a clear cut statement of policy and the store, to judge from appearances and service, is living up to it. Mr. Case does not believe evidently that the two classes will mix successfully.

"Case" Crest In All Ads.

In his advertising, Mr. Case adopts a dignified style, and the ads invariably bear the "Case" trademark or crest, the name Case, with an arm and drawn dagger above, and the line: **Nouveautes pour hommes,"** (Novelties for men), in a scroll beneath. The same crest is used on the window cards, which are distinctive in design and are made up in easel form. These cards are made of stiff cover paper, similar to the cards used for mounting photographs, and they are artistically arranged with cut-out figures and neat lettering.

This firm has gotten out one of the neatest booklets seen in a long time, with pages 4 inches wide by 9 inches long. On the right hand lower corner of the first page, which has a cut of the 10-storey building in which the store is located, is this announcement:

> "To the man who regards apparel not merely as a necessity of life but as true index to his character and personality, this little brochure is dedicated."

On each of the succeeding pages appears an artistic pen and ink sketch of men in various styles of clothes, and under each are a few catchy words, to bring out the different lines of service of the store or the types of clothes kept. Among these are the following:

A SPECIAL feature of Case service will be exemplified in our dressing and retiring rooms, properly fitted with lockers where one may keep dress clothes to be used when the press of business prevents one from going home to change.

* * *

AT FIRST blush, all suits are quite alike, but upon fuller investigation one finds the style quite different—some unquestionably smart, others undeniably commonplace. Commonplace ideas will never be shown here.

* * *

IN THIS hurrying and scurrying age one seldom hears of a man as careful of his apparel as was Beau Brummel, Lord Chesterfield or Disraeli. But much of this lack of care may be properly attributed to tradesmen who fail to provide thoroughly individual and highly distinctive ideas. Realizing this, we have assembled exceedingly meritorious ideas from at home and abroad, ideas that will soon stamp this store as the leading appareler of the Dominioin.

CASE
LONDON MADE COLLARS
of linen wear and retain their shape best. Exclusive shapes, $2.75 the dozen.
EUROPEAN SILK CRAVATS
in exquisitely blended colorings of typical CASE quality, $1.00
CASE
Drummond Building,
West St. Catherine and Peel Sts

A sample ad.

AFTER SHOPLIFTERS.

The Merchants' Association of Kansas City recently entered actively into the prosecution of shoplifters who have been, it is understood, very active in that city for some time, and many of those already arrested have proven to be drug victims.

"The opium evidently makes them quick-witted, temporarily, for they are the greatest and smartest liars I ever heard," said C. Z. Coffin, manager of the Merchants' Association.

"The pitiful stories told by the girls when arrested arouse the sympathy of the auditors, who often believe them. Local papers frequently play up the tales, which makes it more difficult for the prosecution to punish offenders. But the merchants have decided that the depraved type of shoplifters should be vigorously prosecuted, that the practice may be stamped out."

One of the most troublesome tactics of the shoplifters is to order goods sent C.O.D. to fictitious addresses, which is an excuse handy for their being in the store. Drivers make many tedious searches for addresses given on such parcels.

Every Salesman as an Authority on Style

Regular Customers Should Get Confidence in Your Judgment—Crowding One Objection on New Lines—Choosing Ties—Yourself for the Inquirer—Bringing Out the Latest Goods.

Fourth of Series on Salesmanship by J. Willoughby.

WHEN the clerk in a men's store realizes that he is the connecting link between the patron of the store and the style market, then he becomes a salesman in the true sense of the word. In the present day styles may be said to change over night. The average man who would be well dressed has not the time to keep in touch with these changes and developments; in fact so many are the changes and variations that it will keep the clerk himself pretty busy in his spare time revising his knowledge of styles and style tendencies, and storing this information in his mind so that it can be taken out for the benefit of the customer when wanted.

To keep the stock of the furnishing store up-to-date requires novelty goods which will be shown to the customers of the store for the first time. If the salesman does not present these novelties to the patron, the majority of them stand a small chance of knowing anything about them. Bringing the new goods to the attention of the customer is really a duty of the salesman.

In the towns and cities which are apart from the style centers, the point which I am endeavoring to make is particularly true. It should be the object of the clerk, particularly in the smaller cities and towns, to create for himself something of a reputation as an authority on style. This he can do by the careful handling of the customers of the store and keeping in touch with what is going on in the world of fashions for men. Then, too, the salesman who would be a success behind the counter should be careful of his own dress. He should wear the new things but he should be very careful not to sacrifice good taste for extremes in style or the good effect that might be created will be lost.

Be Known as a Style Authority.

When a salesman can get himself known as something of an authority on style, he is sure to attract custom to the store. Style works best through the advertising of the wearer. Get a small circle of young men in your city or town wearing better clothing and up to date hats and neckwear, and they will create a following. Many wear the old things because they do not want to look different, and "well dressed" often is synonymous with "different" with them. Get things moving in the other direction, and make the old-fashioned attired man appear different, or think that he is different, and you will have them jumping over the barricade of prejudice like sheep over a gate.

Keep Customer's Mind Occupied.

If you get a hat on a man's head which is a new model and which he may think is extreme or different in style, do not ask him if he does not think that it looks well. Tell him that it looks well on him; get him in front of a mirror and enlarge upon the points of style and appearance. Do not give him an opportunity to think of his own prejudices. Suggest only the points which will go towards making a sale and your suggestions will crowd the objections out of the mind.

Crowding Out Objections.

Then if you are closely in touch with what people are wearing and can tell the customer that the model he had on was what everybody was wearing in New York, or Montreal, or Toronto, or Ottawa, or any other style center which might bear relative interest, you have a strong argument. If you happen to be able to quote the authority of some trade paper on the subject it would also help. The important point is to keep suggesting points to support your sale argument until the sale is closed. Every idea you bring up is occupying the mind of the customer to the exclusion of any objections or criticisms which might be created in his own mind. If when a man is looking at a hat in a glass you are able to keep talking persuasively of the good points of the hat you will crowd out the opportunity for objections.

Be Posted on Dress Etiquette.

This applies to many of the lines carried in the men's store. I am not talking of selling hats particularly but of salesmanship. And in connection with the idea which I am trying to drive home here, there is a great deal to be learned from the study of style charts. There are few men who are posted on what is correct to wear for different occasions. This is particularly true of formal address. Few men like to make inquiries on the subject and display their ignorance. The observant salesman will often find an opportunity for suggestions along this line in the way of general conversation; the purchase the customer is making will sometimes give the desired hint.

If you are able to show the customer that you are in touch with what is correct in clothing you are likely to find that man back again. In addition to knowing the correct accessories for dress or other formal wear, the color charts provide a fund of information which will be of great value. A customer wants to buy a necktie. Merely to show the selection is poor salesmanship. The customer will see so many and of such bewildering variety that he is not likely to get anywhere. The dazzle is likely to spoil his sense of taste and lead him to take something that will not be satisfactory.

Select a Tie From Your Own Judgment.

When a tie is asked for, reply with something to the effect that you are carrying some of the very latest things—or make some observation of a positive character that should be impressive with the particular customer. Note his complexion; dark men can seldom wear yellow or brown and fair men will not look good in bright red or orange. Ask with what color of suit the tie will be worn. Here is where a color chart comes in handy, for you can at once show the customer what will go best with his clothing and taste in neckwear is very important. Then with the exercise of some little judgment of the general tastes of the customer, his age, profession or calling, etc., produce a line which you think best suited.

If you can do this with discretion the next step is to pick out the tie you think you should sell, display it and in a positive manner put it forward as the tie the patron can wear; make him think if possible that it is the selection of the stock for him and a sale of that tie will usually result.

Looking for the Up-to-Date.

These same ideas apply all along the line—to shirts, hosiery and all accessories as well as to suits and overcoats. If the new things are to be sold they must be properly presented to the customer. Displaying them is of great importance also. A display is often the original attraction.

(Continued on page 53.)

Some Knotty Newspaper Advertising Problems

Should Aggressive or Conservative Talks Be Used?—Should Space Be Given to Regular Goods or Special Lots?—Is Catering to the Regular Trade Rather Than to Transients Preferable?—One Man's Opinion.

Reported by Staff Correspondent.

ONE of the several addresses given before the Retail Division of the Associated Advertising Clubs of the World at the recent Toronto convention was that by Frank T. Black, of the advertising department of Filenes, Boston, Mass., a man with a wide experience in the various phases of newspaper advertising.

Mr. Black discussed the following questions:

1—Should a department store split up its advertising, running each department separately; or is it better to group the departments in one large "ad"?

2—What percentage of the advertising space, if any, should be given to editorial advertising?

3—Should the tone of the advertising be very aggressive or conservative?

4—Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?

5—Should comparative prices be used?

6—Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?

7—Should the advertising be illustrated and should the illustrations reproduce the actual merchandise supplied?

So far as the retail grocer is concerned, it is not necessary to go into all these questions, but the discussion on many of them will probably bring out new thoughts which will be of value to all. Question No. 3, "Should the tone of the advertising be very aggressive or conservative?" is one that will appeal to every dealer who uses newspaper space, handbills, showcards, or streamers.

"In propounding this question," said Mr. Black, "I had in my mind two distinct classes of retail copy:

First, the class that says "To-morrow when the doors open at 8.30 we inaugurate the most stupendous, epoch-making economy event," etc., etc.

Second, the kind of copy of which a better composite representation would read, "This store has for sale," etc.

There seems to be little choice here. As purchasers we all prefer to be tempted rather than to be sandbagged.

And yet we venture to say there are more stores—large stores—in this country to-day using class No. 1 advertising than there are using the second class.

"Aggressive," meaning "to fight, to quarrel, to attack"—is there anything in the meaning of the word in harmony with service, with the recognized mission of the modern store?

On the other hand, we have "conservative," meaning "the desire or power to preserve." Isn't that what we all desire, to preserve our friendly relations with our public—to preserve or conserve our mutual interests?

Good advertising "preserves" rather than "attacks"—tells what "the store can do" rather than what the "customer must or should do"—is a guide to the buyer rather than a spur, a leader rather than a driver.

Effective publicity dwells not in the aggressiveness of the language; the size or blackness of the type, but largely in the degree of intent or willingness to serve behind the publicity does its power dwell.

Advertising that helps the buyer to buy rather than advertising that sells—in such small distinctions lies the difference between success and failure.

Many Lured on Rocks of Disaster.

Question No. 4 will also be of interest. "Should the bulk of the space be given to the advertising of special lots or to regular stocks at regular prices?"

One man says, "Why talk about regular things? Use all your space for the extraordinary, the bargain. Everyone is keen to save money."

The other says, "Everybody is yelling bargains. I want to be different. I will talk good staple things at fair prices. My very modesty will attract."

Both are right. Everyone is keen to save money—but not at the expense of everything else. There is a time and place for everything—including bargain advertising.

I know a store selling nothing but apparel. It is a highly specialized store, dividing its stocks into many divisions and expecting the head of each division to know all there is to know about his or her branch of apparel. At the height of the season, when these experts have scoured the markets of the world for the best and newest and gathered the fruits of their work together for all to see, that is big news—bigger than any temporary price advantage on a limited lot.

Later, perhaps, when the newness has worn off, when there are gaps in the merchandise ranks, when the public are supplied save those who have waited from motives of economy—then, the bargain comes into its own.

Style, fit, assortment, price—that is the order in season. Price, style, fit, assortment—so the ranking of publicity items runs after the season's zenith.

There are exceptions. I know another store that deals in nothing but bargains—a store that cares nothing for assortment—that has no regular stocks or prices. Yet even in that store the plan, the scheme that makes these constant bargains possible is a greater attraction, a stronger talking point than the bargains themselves.

The bargain siren has lured many an advertiser to disaster on the rocks. It seems but common sense to suggest that expensive newspaper space can be used with greater profit to feature something that can be supplied as well a week or a month later, than when devoted to opportunities of which many of the people we pay to reach cannot avail themselves, because of the time limitation alone, if for no other.

Transients or Regular Readers.

Many dealers have pondered over the question—"Should the character of the copy be such as to cater chiefly to transient readers or to a regular permanent audience?"

Mr. Black treated it as follows:—The question was prompted by a pet theory of my own, which I will present here as my answer to the question.

My theory is—

—that every reliable store has its own following.

—that it is a store's duty and privilege to keep that following informed as to style, value and other merchandise features and changes.

—that the store doing this most thoroughly will soon have the largest following.

(Continued on page 63.)

Complete Report of Canadian Window Trimmers' Convention

"On To New York," Display Men's Slogan

Canadian Association Decides To Accept Invitation Of International Association To Participate In Convention There Next Year. —Many Helpful Demonstrations And Addresses At Third Annual Convention.—A Change Of Name.

THE third annual convention of the Canadian Window Trimmers' Association took several momentous steps. A minor one, suggested some months ago by The Review, was a change in name of the organization to the Canadian Association of Display Men. This was in line with the feeling that the term "window trimmer" was too limited, not only because card writers and ad. men were included in the membership, but because the work of the men who dressed the windows had come to include display work that covered every activity of the store along this line. The change found unanimous support.

The most radical movement launched at this convention, however, was the decision to hold the next annual meeting in New York city during the first week of August next year. This was done on receipt of a cordial invitation from Messrs. Hurst and Edgell, of the International Association of Display Men, and the Greater New York Association, to take part in the International meeting which had been won from Chicago for next year by the ambitious New Yorkers. The decision was reached on the understanding that the Canadian association would maintain a separate identity, hold a regular business meeting and elect officers next year, affiliate externally with the United States Association, and reap the benefit of its full program, and be free to choose to hold a separate convention in Canada in 1916 or continue to meet along with the other organization.

THE NEW OFFICERS.

Hon. President—H. W. Hollinsworth.

President—J. A. McNabb, of Richard Hall & Son, Peterborough.

First Vice-President—F. L. Kickley, C. W. Sherwood's, Regina.

Second Vice-President — A. W. Murdison, R. H. Williams, Regina.

Executive Committee — H. H. Black, Dry Goods Review, chairman; Roy Root, The Robinson Co., Napanee; Mr. Van Potter, of H. S. Falls Co., Simcoe; Mr. Jervis, O'Reilly's, Ottawa; Warren Andrews, Anderson Co., St. Thomas.

Committee of Arrangement for New York Convention.—A. E. Hurst, A. J. Edgell, New York.

Committee of Publicity.—H. H. Black, N. R. Perry.

The representatives of the International made it clear that no Canadian would be accepted for membership unless he came in through the Canadian society and paid its annual fees. An effort will be made shortly by the "C. A. D.M." to bring the International Convention with its 1,000 and more attending members to Canada, and the first onslaught along this connection will be made next year.

The opportunity of reaping all the advantages in the older association appealed strongly to the Canadian members who already are planning for a special car.

"We will put up a number of stunts to show Canada's on the map and bring the convention to Canada," declared President J. A. McNabb, who was re-elected, at the closing session.

The convention brought out a number of new members and keen competitions

(Continued on page 53.)

To Do a Thing Effectively Do It Electrically

The Latest Designs For Lighting Windows, Showcases, And Interiors.—The Brilliant Nitrogen Lamp.—Fifty-foot Clocks.—Types of Reflectors.—Outlet Boxes, Time Switches and Color Caps.

Verbatim Report of Address by A. J. Edgell* at C.W.T.A. Convention.

IN the broad sense, store front publicity means not only the show windows, but every exterior feature that draws attention to the front or even the building itself. Electricity lends itself very effectively to store-front publicity. Attractive store fronts and light are the builders of a modern business street. Light will inject new life into a street and will often overcome a bad location, as brightly lighted streets attract the public. Good illumination is the greatest aid to selling, for people are gayer and readier to spend money when lights are bright.

Wise merchants take advantage of this fact and band together for the better illumination of the business districts.

By means of ornamental posts, with clusters of bright lights, arches of light over the streets, electric signs, outlining their buildings with lights, and effective illumination of their show windows, merchants turn these business sections into Great Light Ways. Publicity of this kind pays big dividends in increased business. A good electric sign gives a store front an air of prosperity. People can't escape an electric sign—it forces itself on their vision and burns its mes-

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sage into their minds. The electric sign's efficiency is greatly increased if run on a flasher. The movement arrests the attention, as the eye is naturally attracted by anything in motion.

* * *

Brilliant Light With Help of Nitrogen.

For lighting large areas, both interior and exterior, a new lamp has been brought out. This is the high candle-power mazda lamp and operates at an efficiency that is thirty-three per cent. higher than ever before obtained in a commercial incandescent lamp for standard lighting circuits. The color of light given by these lamps is superior to that given by any other form of incandescent lamp. Because of the intense brilliancy of the filament, it is desirable that the lamps be used with some form of diffusing glassware. They are ideal for use with indirect or semi-indirect lighting fixtures. They may be used with a shade to throw the light into the show window. Instead of the tungsten filament burning in a vacuum as in the past, the bulb of these high candle-power lamps is filled witsh nitrogen gas, greatly increasing their brilliancy and efficiency without increasing the amount of current consumed. The one shown is a 500-watt lamp, giving about a thousand candlepower light. These lamps can be had in smaller sizes, and in sizes up to 1,000 watts, giving about two thousand candlepower—**and that is some light!** Imagine the brilliancy that it is possible to get from these lamps! Picture a business section with a row of them on either side of the street!

* * *

Fifty-Foot Electric Clock

Another important feature of store-front publicity might be an electric clock. A merchant who includes an electric clock in his store-front publicity is doing the public a good turn and incidentally makes good advertising for himself. These clocks are in pairs; a master clock which is of ordinary size and placed in the store interior, and the secondary clock, which is the one used on the exterior. The secondary clock range from twelve inches to fifty feet in diameter.

More Time at Night to Observe.

During the day people may not have time to give more than a passing glance; at night they have more time and inclination to observe displays, and therefore it is apparent that the more effective is the night showing the bigger is the result. But no matter how excellent window displays are, if they are not lighted properly they will not attract the attention and sell the goods they show. Brilliant lights from hidden sources will increase the selling power of the best window display. The show windows are the eyes of a business and it is important that they should be kept bright and sparkling.

No Bright Lights in Field of Vision.

In order to see a window display clearly and easily, without eye-strain, bright lights in the field of vision should be avoided, as the picture of the light source itself will be formed on the retina of the eye and other objects will appear dim in comparison. A point of light attracts the eye and so detracts from the display. Exposed lamps running around the border of the window or installed in ceiling sockets or in chandeliers, dazzle the eye and so blind the prospective purchaser that it is impossible for him to see properly the goods exhibited. A blaze and glare of light may attract attention; but a window so lighted fails as a sales producer.

ELECTRICAL SERIES.

The Review has arranged for a series of special articles by Mr. Edgell on Window, Interior and Show Case Lighting, Street Lighting and Electric Service, including Elevators and Delivery. These articles will be illustrated and keep our readers in touch with the many developments in electrical illumination.

Show Case Lighting.

A brilliantly lighted show case is as attractive an object within a store as a well-lighted window is to the outside.

It is advisable to consult a window-lighting expert when lighting systems are to be purchased. There is probably more waste in the illumination of show windows than in any other department of a store, as merchants who may display great business intelligence in other matters sometimes disregard the laws pertaining to this important matter and select systems of lighting entirely unfitted for their particular types of windows Window illumination is a different proposition from other kinds of lighting and all illuminating engineers are not competent to advise correctly in this matter.

No Light and Dark Patches.

For show case lighting special reflectors are manufactured and a special lamp is made for use instead of the ordinary lamp which would be too bulky. The filament in a lamp of this kind is a straight tungsten wire that gives a line of light. With lamps of this kind a case may be lighted without alternate dark and light patches, the line of light giving a uniform illumination. A lamp of this kind is also used with a trough reflector for show window lighting, and the same claims are made for it as in the lighting of cases—that the line of light gives a uniform illumination. In a reflector of this sort a mazda tungsten lamp of the ordinary shape might be used. It is not necessary to say that the ordinary carbon filament lamp should not be used; it is too well known that a mazda lamp gives three times the light at the same current consumption. This is a 50-watt carbon filament lamp and consumes 10 watts more current than the 40-watt mazda lamp. It is readily seen how much better light the mazda lamp gives.

The holophane system of lighting is used frequently in open windows and also in windows where it is desired to throw the light straight down, as in the case of drug store and cigar store windows. Holophane is also used when a sign is lettered on the windows or a sign of stained glass at the top of the window is to be illuminated. A sign of this kind has interchangeable letters and can be used to feature the goods carried, or special sales. Letters come in the different colors shown. This is one way to make the window lights serve the double purpose of illuminating the show window and a sign.

Silver Plated Mirrors.

Individual reflectors are favored by many and there are many different shapes to be had, ranging from that shaped like a poke-bonnet through the scoop, visor, helmet and numerous other shapes, each having the power of effectively illuminating certain types of windows, the reflecting surfaces ranging from mirrors with quicksilver backs to pure silves-plated mirrors—one of the most powerful reflecting surfaces known.

There is a type of lighting for every window; whether trough reflector, helmet reflector or holophane depends on the window to be lighted.

No Annoying Shadows

The ideal window illumination is that in which the light units are concealed and the light itself is thrown from the

OUR NEW CONSTRUCTION: THE FIXTURE WITH "THE SUNKEN STEEL SOCKET." THERE ARE NO SCREWS SCREWING INTO WOOD

500 Window Trims Like This.

The Storage Chest. The 130 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

Stock Carried In
Cincinnati, New York, San Francisco and Canada.
Address all correspondence for above points to Cincinnati, O.

Now!

A complete set of wood Window Display Fixtures for the

General Store Trade

So complete in every detail that you can make over 500 distinct Window Trims with this one set. This will keep your window in good trims for the next dozen years, for

$25.00 Net

F. O. B. Hamilton, Ont.
Write for particulars and special Catalog No. 104
You then can order through your Wholesale Dry Goods House

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax (non-scratchable) finish.

Foreign distributor:
Australia—Chas. Ritchie, Sidney, Australia.
Write above for foreign prices.

THE OSCAR ONKEN CO.

382 Fourth Ave.,
Cincinnati, Ohio, U. S. A.

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top and front so that no annoying shadows are made. The effect of this kind of lighting is that of a well-lighted stage; all objects in the display show clearly and there is no eye strain.

A Time Switch.

A time switch for controlling the window lights is an excellent investment and soon pays for itself in that it can be regulated to turn the lights on at dusk and off after the theater crowds have passed, and so prevent waste of light. It has been wisely said that a time switch for controlling the lights is as far ahead of a clerk or watchman as a mazda lamp is in advance of a tallow candle. A time switch saves the annoyance of going back to the store once or twice every evening to turn the lights on or off.

Outlet Boxes.

To get an electric connection for any of the many devices that may be used, every show window should have an outlet box, eliminating the necessity of running unsightly cords from lamp sockets. These outlet boxes should be at the rear of the window. Two of these outlets are sufficient for the ordinary window, for with two, and devices of this kind, as many connections may be made as desired. This is a Benjamin cluster plug and has four sockets. With two of these plugs of course eight connections could be had.

In order for a show window to be a sales producer, it must carry a message. One very efficient manner is by means of show cards; but when it is desired to make the message especially strong, electric miniature signs should be used. Letters for these signs are interchangeable and require no special wiring. These letters have glass slides on either side and each side may be made to carry a different message, as sometimes might be desired in the store interior. The type of letters reading "Do It Electrically," are probably familiar to all of you because of their extensive use in show windows and interiors; in the show windows for announcing special sales, trade-mark names, and so on; and in the store interior for calling attention to departments, stairways, elevators, or any of the many other uses to which they might be put.

Many novel signs may be operated and many stunts may be pulled off with the aid of electricity, and in this way a "punch" can often be put into a display.

Small motors ranging from one-thirtieth horse-power may be used to operate window devices of this kind. Several manufacturers make a specialty of such motors. Small flashers of this kind may be used to illuminate a sign after the window lights are out, or to wink a sign over a department.

Colored Caps.

It is no longer necessary to dip lamps in dyes to get colored effects, since color caps of this kind are to be had; they are made to fit all standard sized lamps, give a uniform color and can be had in practically any color. The advantages of these colored caps will be readily apparent to any one who has used the messy dyes for coloring purposes.

Frequently the yard-goods departments have only artificial light; and electricity, as usual, comes to the aid of a customer who wishes to match colors with a device of this kind. This color matching device filters the light so that it has the color of daylight and permits the matching even of delicate shades. A device of this kind in the show window, and a card telling the public that they may match colors in the yard-goods department day or night, will undoubtedly help this department materially.

The simplest method of removing frost from show windows is by means of an electric fan, while in the summer a fan in operation near the entrance to a show window will not only circulate the air but will prevent flies from entering.

Vacuum Cleaners, Flashers, etc.

An electric vacuum cleaner should be used in windows with carpeted floors, for instead of dust and lint rising to be breathed in by the trimmer, as is the case when a broom is used, all dust and lint are removed and the air is left clear.

An electric flatiron may be used for pressing ribbons or other materials belonging to the display department, that become mussed in the show window.

An electric flasher is of service not only for signs, but can be used for changing light effects in the show window and store interior. One is made with 30 different combinations of light and when used in Toronto drew such a crowd that the police intervened.

An electric fountain in the show window or store interior makes a beautiful centerpiece when banked with plants. This electric fountain has a self-contained motor and pump, using the water over and over and requiring no outside water connections. It can be attached to the ordinary lighting circuit and when once filled will run for hours without attention. Central stations usually have devices of this kind to rent at a reasonable price if it is not advisable to purchase one.

Other decorative features, such as electric flowers, fruits, etc., can also be had from central stations.

Miniature lamps can frequently be used to advantage in the show window as a decorative feature, as their brilliancy is not great enough to dazzle the eye and detract from the balance of the display. During the Fall and Winter months such decorative features are especially effective. Miniature lamps, when used in interior displays, twined through artificial foliage, enhance the appearance of the decorations.

These are but a few of the many electric devices that may be used in the show window; and in closing let me give you a tip: When you wish to do a thing effectively—**"Do It Electrically."**

*Mr. Edgell, in addition to being in charge of the Display Science Bureau of the Society for Electrical Development, Inc., of New York, is second vice-president of the International Association of Display Men; chairman of the Educational Committee of the same association, and president of the Greater New York Display Managers' Association.

"ON TO NEW YORK"

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in window displays, card writing and ad. writing. The judges will make their decisions about August 25, and the results will be announced in the September 2 issue of The Review.

The demonstrations were of a highly practical nature, and provided a most valuable experience for the members in attendance. Among these were talks by Mr. A. E. Hurst on window trims with stereopticon views, and the connecting up of windows and advertising. Mr. Edgell on the latest electrical appliances for display work; drapery demonstrations by E. P. Burns and demonstrations on the uses of alabastine for backgrounds and other decorative work.

EVERY SALESMAN AN AUTHORITY ON STYLE.

(Continued from page 47.)

Sometimes it is an unconscious one and what is seen in the window will only be brought again to the attention of the customer by a reference to it by the salesman. New goods should always be put on display in the windows; it is there that they will be looked for and if your store has a reputation for being up-to-date you will find that there will be a following of your display; just as soon as a man begins dressing up-to-date he begins to take an interest in the changes in the styles and he will keep in touch with your windows.

D.& P. Full Wax Figures

WILL MAKE YOUR DISPLAYS A STRONGER PULLING FORCE

Buy from the factory

Don't close your eyes to the needs of your display department, thinking that you are practising economy, for the strong pulling power of your store is its display—why cripple it with poor fixtures? Keep up the big pulling force by using D. & P. Wax Figures for the true-to-life exhibiting of your Fall costumes. Anticipate your needs now while there is time to get good service right from the D. & P. factory.

Write for the catalog showing complete range of fixtures, forms, etc.

We extend a cordial invitation to merchants visiting the Exhibition to call and see us.

DALE *and* PEARSALL

"The Wax Figure People" Toronto

EXHIBITION VISITORS

NOTE:

We absolutely guarantee:

Natural human hair.

Finest wax.

New-fashioned hips.

No wire skirt to show where garment is tight.

Solid base completely covered by skirt.

Rubber bumpers.

Total—

Every point right.

No. 47-C
Price $30.00

Take a "Parliament" car near Union Depot to Ontario—call at 99 and see what's new in wax figures and fixtures for Fall display

We're always pleased to have you step in and look around whether purchases are made or not. We are here to show and explain the merits of our goods.

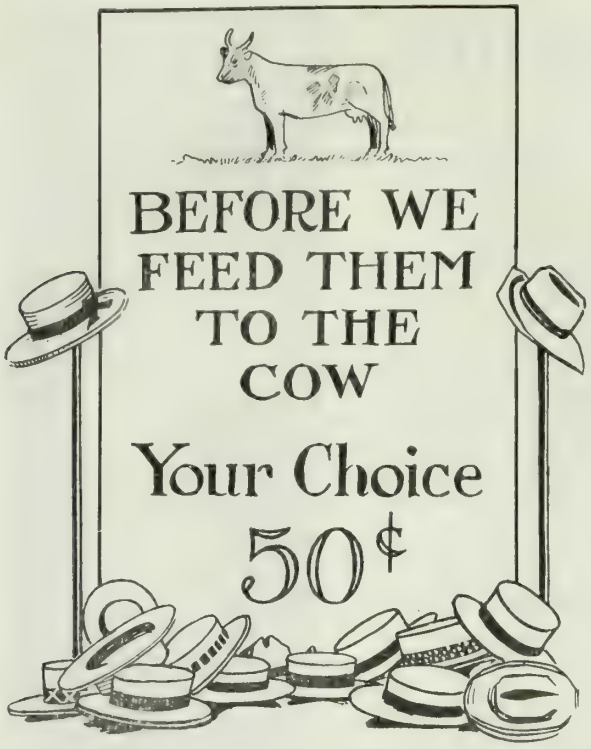
We are "on the inside" when it comes to window and department display fixtures. Call when in the city.

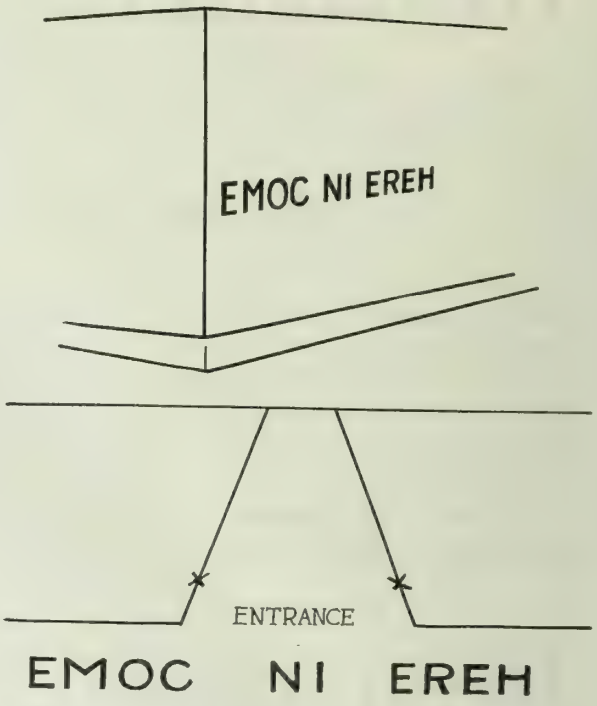
A. S. Richardson and Company

The oldest and still the best Wax Figure Manufacturers in Canada

99 Ontario Street (Corner Queen East and Ontario) TORONTO

Two "Stunts" in Men's Wear Trims That Proved Good Sellers





Some Stunts in Men's Wear Window Trims

Clever Devices to Attract Public Attention — How the "Sir Thomas" Was Launched—A Dutch or Chinese Message?—Red Line Across Sidewalk—His Master's Choice—One a Week Best of Publicity.

"SOME stunts in men's wear window displays," or "Connecting up advertising and window displays" as a secondary title, was the subject of a bright talk and demonstration of Mr. Hurst on Wednesday morning, the second day of the convention. He illustrated his address by some sketches of his own, a couple of which are reproduced here, and the balance will follow in next issue.

He picked out as his first illustration a very recent one by Truly Warner, "the well-known hat man" of New York city. It was in connection with bringing out a new style, which he aptly called the "Sir Thomas," catching public attention at the moment when the challenger for the Blue Ribbon of the sailing world was on its way across the ocean.

"One of the best campaigns ever placed," was Mr. Hurst's admiring comment. This was done both by window and newspaper advertising. He first placed in his window a large hat-box with the lid on, and a champagne bottle, corked, beside it, and a representation of an ocean. "We're going to launch a new one," was the wording of the card.

The day before the Great Event the card in the window read: "Watch this window to-morrow; we're going to launch a new one."

Christening To-morrow.

The same day the newspaper ad. reproduced to a great extent the window with hat-box and bottle. Under the double cut were the words: "To-morrow I Christen a New One," and directly under this a big interrogation point.

The next day the new hat rested on a stand on top of the box, on exhibition, and beside it a shattered champagne bottle. The background was a sea scene, with a yacht sweeping across under full sail. The dividers of this section were edged with rope, and on top of each a lifebuoy was hung, inscribed "Sir Thomas." The showcard read: "We've launched another success." Sand covered the floor and shells with $2 written on them were utilized as price tickets.

Newspaper ads. the same day connected up the display window and this was repeated for several days. One read below a cut of a man's head and the hat showing across a big sail: "Sir Thomas is my latest hat success. It's new in every way—a soft brim sailor with high tapering, diamond-shaped crown. See "Sir Thomas" in my windows," etc.

* * *

A Red Strip.

ONE PLAN TO CALL attention to a display in a window was to paint a strip with red ink across the walk and run it up the face of the glass with red or white paper, and have a strip of cardboard inside the glass meeting this and continued for 2 or 3 inches within, and from this point connected by a number of cords a paper with the display.

* * *

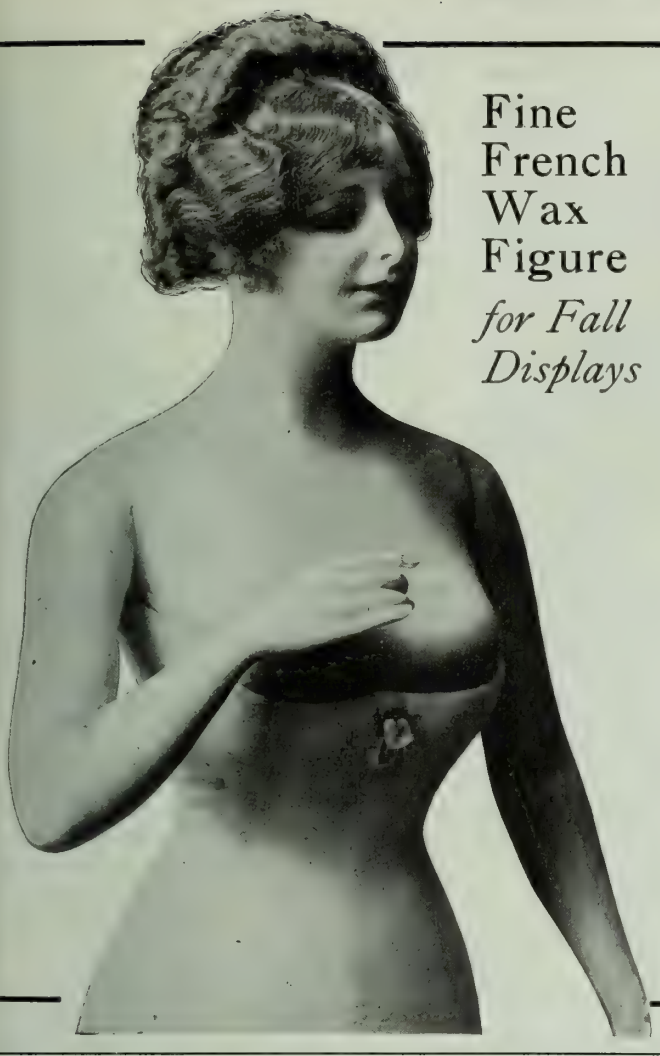
"Before we feed them to the cow."

THIS WAS THE CAPTION on a price ticket used in a tail end of the season display of straws. In a large panel of compo board was set a toy cow, while a number of hats were piled on either side at the base. The card read: "Before we feed them to the cow"; your choice, 50 cents each!

* * *

"Emoc Ni Ereh."

THIS, AS WELL AS the following scheme, is reproduced in an illustration herewith. The latter was an idea of the speaker's, who had the following in-



Fine French Wax Figure *for Fall Displays*

This Is The Time To Think Improvement For Fall

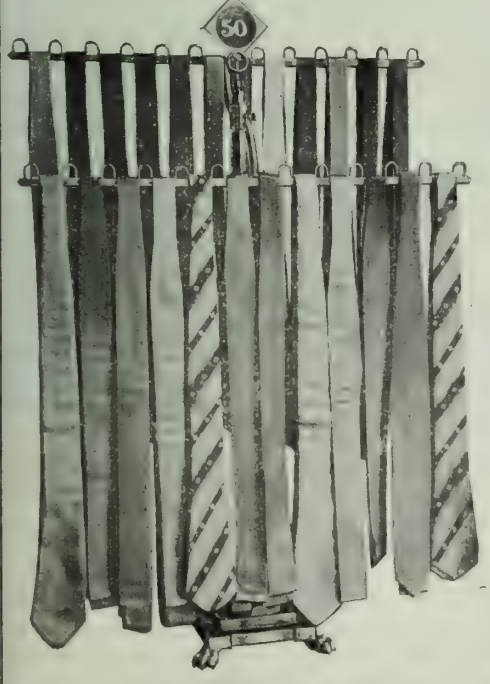
You may need a little change in your Displays — you require new Figures, new stands, to make them more attractive, write us at once for our catalogue illustrating thousands of different up-to-date stands, and Busts, Wax Figures, Mirrors, Show Cases.

DELFOSSE & CO.

No. 247 - 249 CRAIG STREET WEST

FACTORY, 1 to 19 HERMINE ST., MONTREAL

Two fine sales-producers from the Clatworthy range



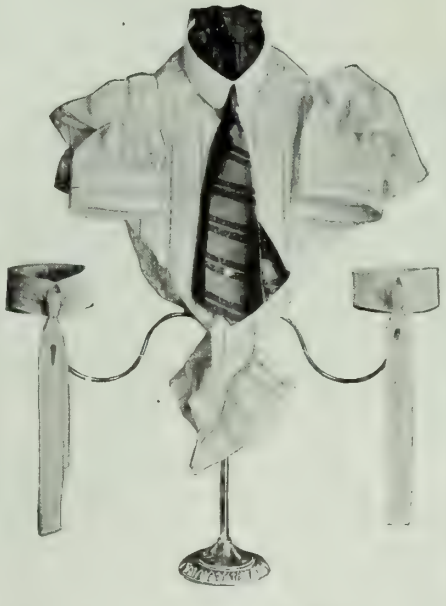
No. 1056—**Price each $5.50**

"Goods well displayed are half sold" is one of the great secrets of successful merchandising. Make your displays a success by showing your merchandise on modern, scientifically-correct Clatworthy fixtures. Two fine numbers from our large range are here illustrated.

No. 1058. A splendid stand for showing shirts and collars to the best possible advantage. Makes a fine display for either counter or window.

No. 1056. Loop Tie Stand. The base is 8 inches square, heavily weighted and provided with rubber tips on the bottom to prevent scratching counter. Standard ½-inch square, 28 inches long, cross bars are ⅜-inch square, and have 12 loop divisions on each. The stand is absolutely rigid in every part. As many as 2 gross of ties may be shown on one of these stands. Finished in ox. copper or brushed brass.

Price, each **$5.50**



No. 1058—**Price each $3.75**

Clatworthy & Son, Limited

The largest Manufacturers of Display Fixtures in Canada

161 King St. W. - - - TORONTO

scription painted on the walk in front of the window.

EMOC NI EREH.

This was repeated on the glass in both windows in letters of gold one inch high.

What was this, Greek or Dutch or Hindustani?

Nothing more formidable than "Come In Here," backwards! And yet it attracted a large amount of attention.

* * *

With Apologies.

STILL ANOTHER "STUNT" that had worked out well was to set up a hat on a stand on top of a box and a figure of a small dog beside it; then on the face of the box inscribe the words: "His Master's Choice," and in smaller letters: "With Apologies to Victor Talking Machine."

* * *

"Why Hesitate?"

FOR A NECKWEAR display a phonograph was the main need, with a piece of cardboard running out of it and these words on it: "Tango Ties! Why Hesitate?" A line of music on cardboard should be placed above this.

* * *

Fig Leaf.

FOR A CLOTHING WINDOW an idea that "caught on" tremendously was a clothesline strung diagonally across at about the elevation of the eye. To this in the centre was attached an Autumn leaf with a clothes pin to hold it in place.

The card read, prominently: "Have You Bought Your New Fig Leaf Yet?"

A display of clothing of course, filled the rest of the space.

* * *

A Big Question Mark.

A SIMPLE DECREE good for a showing of clothes or hats, or almost any other line of men's wear was to use a large question mark of compo board, painted red. The caption of the window card would be: "Let This Answer Your Hat Question," or "Your Clothes Question," etc.

* * *

All Eyes on a Special Brand.

FOR EMPHASIZING A CERTAIN trade-mark that was widely advertised it was suggested that a series of faces be drawn and attached to the window at different points, and tapes run from the eyes to the trade-mark on the shirt inside the window. To get a more realistic effect of the famous "Mutt and Jeff" dotted line, the tape could be touched up with black dots here and there.

"All Eyes on the Blankton Shirt" would be a good card for such a display.

* * *

"It is not hard if you stop and think," declared Mr. Hurst in advocating a series of ideas like this, say once a week. The effect would be to make that window a drawing feature all over the place, so that people would say, "Let's go over and see what's doing now at Blank's this week."

Stereoptican Views.

The series of stereoptican views of windows included those in many of the largest cities all over the United States, Seattle, San Francisco, Salt Lake City, Denver, Chicago, Pittsburgh, Pa., Cleveland, Boston, New York, etc., and the running comments of the speaker were much appreciated in the interpretation of the points worthy of imitation in the building up of the displays. A St. Louis store in an opening window showed two columns with chopping bowls on top.

In one store where the bridal idea had been introduced and a procession shown, the display man had made an innovation by ticketing with price cards the gowns worn. Result: 100 gowns sold from that one window!

Be Not Classed With Long-Haired Artists

Be Known Rather as Show Window Advertisers — Points in Trimmer's Work Most Appreciated by the Average Employer is Their Sales Power, the Punch Behind Them.

Verbatim Report of A. E. Hurst at C.W.T.A. Convention.

AS an introductory remark, I want to make a statement which may not meet with your entire approval, but I can assure you it is one on which I have given considerable thought. In my opinion the one big thing that has been largely instrumental in retarding the growth and progress of the display manager and window trimmer as a greater important factor in retailing is the fact that he is often called an artist instead of an advertising man, as he is truly in every sense of the word.

What is the result?

When you men allow yourselves or anyone else to place you in the same class with long-haired artists, you are lessening your chances for success as important retail publicity and sales experts. I believe you will find it advisable not to dwell too strongly on the artistic side of your work, but rather on its results from an advertising and sales standpoint.

An Advertising Man.

In my estimation your profession does not entitle you to call yourself or allow anyone else to call you an artist any more than that of the advertising man. True, you must have an eye for the artistic and ability to select color and harmony in layout and suggestion; but these are also essential requirements necessary for the successful advertising man.

Again, let me repeat, do not allow yourself to be dubbed artist or class yourself as such.

Most of Them Are Dead.

The only real successful artists, with very few exceptions, are dead ones. In other words, the long-haired artist has to die before his work is really appreciated. Unless a similar condition exists in your store, it is the only real reason for calling yourself an artist. Such a condition will hardly exist where the window trimmer or display manager is a live wire.

Please do not misunderstand me to mean that the artistic side of your work should be neglected. Not so, but rather that the true producing value of your services be used as the important feature in advertising your profession and the artistic side referred to as a secondary acknowledged requirement in order to make your work most productive of results.

Through my eight years' experience in trade paper work, I know that the commercial artist of to-day does a great deal toward making present day printed advertising more effective, but he receives very little recognition for his work,-and, in most cases, none. If you continue as display managers or window trimmers to place yourself in the same class as the commercial artist, you likewise will continue to receive but a meagre share of true recogntion for your services.

If you class yourself as an artist, there is another point worth your consideration, which is this: that you are apt to allow the man in charge of the store advertising to reap a great deal of the advertising value of your work, simply because he is exploited as the advertising man, and not as an artistic producer of advertising copy.

Therefore, I earnestly urge you for the sake of your own importance to supplement the now too common expression, "Show window art," with "Show window advertising."

Do merchants want artistic windows?

Real Punch Behind.

My experience leads me to believe that they do not want strictly artistic windows any more than they want strictly artistic newspaper advertising.

Show window and newspaper ads with a real punch behind them are the ones that sell the most goods at a profit. Therefore, if you as a display manager, in order to make your showing more artistic, produce an expense which lessens the profit producing end of your work, you are also lessening the power of the punch. I make this point to illustrate that it is essential to have your windows attractive, but attractiveness should always be governed by keen judgment in regard to the expenditure compared with the sale and advertising value of your scheme.

To the Average Merchant.

I believe the average merchant places the following divisions of display work in the following order:—

1st. Sale and profit producing.
2nd. Cleverness in advertising value.
3rd. Strictly artistic appearance.

Therefore, I wish to again try to drive home the point that you are all display advertising men, not window trimming artists.

While attending the Convention of the Associated Advertising Clubs in your city the latter part of June, I was impressed with a large number of departments in advertising that were represented at the meeting. The following are a few of the departmental meetings:

Outdoor advertising division.
Street car publicity.
Premium advertising.
Magazines.
Farm papers.
Trade papers.
Metal signs.
Lithography, etc.

Lacking at Ad. Convention.

One of the most important branches of advertising was, in my opinion, sadly missing. That department was the window advertising men.

Surely your advertising work is of equal importance to that of billboards and others, yet billboards as a department are prominently represented in the A. A. C.

Showing the Article Itself.

Why do I class windows ahead of billboards or other means of advertising? Because show windows advertise an article by the showing of the article itself, not a picture at a place where the manufacturer has secured a distribution of the product, and at a place where the consuming public may immediately satisfy their desire for possession. No other kind or form of advertising offers such strong features in its favor.

I hope to see the day, which I trust will not be in the far distant future, when window advertising men will occupy their true position of importance in the advertising field.

CONVENTION NOTES.

The New York boosters, Messrs. Hurst and Edgell, promise an attendance of 1,500 at next year's convention.

The president and secretary were re-elected by acclamation.

A. W. Murdison and Fred Kickley, both from Regina, had the honor of coming the farthest distance to the convention.

Illustrations of "Eddie" Burns' clever drapings before the convention will appear in next issue.

FIFTY BUYERS IN PARIS.

A significant cable was received on Monday, August 17, stating that the Fall openings had been held in Paris, and fifty buyers were present.

¶ The fact that the successful business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came to the conclusion that advertising could be made one of the mightiest factors of his business organization, and having arrived at this conclusion, he just naturally went to it and advertised.

Odd Twists and Fancies in Men's Fashions

A COAT MODELLED after the style originated by "Mugsy McGraw" for his baseball players is being manufactured and placed on the market as a sports garment for men while some makers also have it in a line for boys.

* * *

PATCH POCKETS ARE coming strong for men's clothing. They are to be seen on overcoats, sack coats and even on the vests.

New lap wing collar put out by Geo. P. Ide & Co., Troy, N.Y., an extreme style, with the wings overlapping.

A CONNECTICUT FIRM is showing a soft hat with telescope crown in three-color effects, the band white and three-quarter bow of slightly darker shade than the hat.

* * *

IN LONDON WHITE TOPPERS are coming back again as there are few cab drivers left and chauffers cannot use them. The best style is a shape 5⅛ deep, ¼ bell, 1¾ brim flattish set with roll curl and 1¾ black cloth band. A few have self color band.

* * *

SPIKE EDGE brims have been the best sellers in straws among the high-class trade in London this year, while in the medium and cheap the plain edge has predominated.

* * *

A LEADING LONDON FIRM reports that Canadians for the Fall trade took mostly soft felts with fancy bows.

* * *

SILK SUSPENDERS and adjustable initial buckle belts are both declared to be passé. The latter in particular has never appealed to the retailer owing to the large amount of extra trouble that the handling of them necessitates and it is held that the high-class trade has never taken them up.

* * *

OWING TO THE POPULARITY of white and light colored clothing, white belts in leather and fabric have sold much better than usual this year.

* * *

This is a novelty intended to prevent the shirt front from bulging and at the same time hold up the trousers. The buckle is attached to the front fly of the shirt; a patent button is then attached to the inside fly of the trousers, two and one-half inches from the top of the waistband, to button inwardly. The webbing is fastened to a button already attached, thereby connecting the trousers with the shirt front. The buckle is adjustable, and when properly attached is entirely hidden from view. Made by Richards.

A CLASSY GARTER with mountings in eighteen carat gold has been put out to several tones of one color in the figure.

* * *

THE LARGE SCARFS in all-over designs are still in the best demand. Club stripes are also doing well. The effect of the war on these and other fashions is problematical as the use of other goods may require a change to more convenient patterns and styles.

* * *

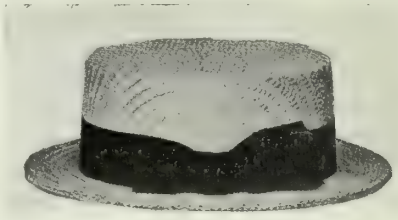
DARK COLORED SACK SUITS and black jackets with shepherd's check trousers are still very popular with fashionable dressers and as a part of them the single and double-breasted white waistcoat is being introduced with great success. It is cut so low as to show the effect of the full ends of the sailor's knot scarfs that are worn with them. With the very informal clothes a total lack of jewelry is noticeable among correct dressers.

* * *

IN THE SACK COATS there is an increased drapery in the back but without any flare and the opening of the waistcoat is now covered by the coat lapels although they will still expose considerable scarf or shirt.

* * *

IT IS PREDICTED that there will be a better demand for the ascot tie this Winter following the popularity of the large scarf.



Sample of novelty style in weave in straw hats that will be a feature of the Spring, 1915, output.

THERE IS EVIDENCE of a strong demand for brown suitings this Fall should have somewhat of a counter effect against the very vivid colors of ties. Rich shades of mahogany and chocolate are making a strong bid for favor and the most correct of these will be of solid brown unrelieved by the introduction of any foreign stripe. A touch of green in scarfs and shirts is likely to appear in conjunction with the brown suits.

* * *

FINE COLORED STRIPES as well as plain white will be noticeable in the new effects in the new shape of the double collar. The colors are also appearing in the plain band standing collar and in the wing with the slightly rounded point. The variety of color used depends, of course, as in women's wear, upon the main color scheme of the individual. The combination of grey suit with purple or lilac effects in shirts and ties is quite popular in some centers of fashion. Some shirts of a rather gaudy appearance are in evidence in these color combinations. Purple shirts with white collar and cuffs and combinations of even more startling colors are run in some quarters. Such usage, of course, necessitates scarfs to match and in some cases even handkerchiefs.

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

They Wear Like Iron!

The Double Knees, Elbows *and* Seat

—these are three special features embodied in Lion Brand Boys' Clothing which stand for double wear, double satisfaction, double sales. And Lion Brand Clothes are made in that snappy, stylish cut that so delights the youth who desires to be well dressed.

A stock of these popular, quick-selling clothes will cement the boys' patronage of your town to your store.

Write for catalogue to-day.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

ll the consumer

Hamgh BRAND

Some of our lines are:

Waiters' coats, cooks' coats, barbers' coats, porters' coats, butchers' frocks, bar vests, surgeons' gowns, dentists' coats. Duck trousers, boys' bloomers, aprons, working shirts, dusters, boys' scout suits.

Our white duck clothing comes to you wrapped in **individual dust-proof packages** —thus eliminating loss from soiling. It is always fresh from our finishing rooms when your customer gets the garment. Write for samples and prices. **We specialize on mail orders.**

Write for Catalog and Samples.

Defiance Mfg. Co., Ltd.
College and Bathurst Sts., Toronto

Fall and Winter Styles in Suits and Overcoats

Tendency Stronger Than Ever Towards Close Fitting—Young Men's and Older Models — Higher Cut Vests — Meltons and Beavers Coming Back in Overcoats, Which Are Shorter.

Styles of Suits

More scantiness in young men's suits.

Narrow athletic shoulders.

Patch pockets appearing on Fall coats.

Flaps still in majority.

Lapels, long or short, with soft roll and bluff edges.

Four-button coats, six-button vests. Latter high cut, with or without collar.

Trousers straight and narrow.

Older men's styles a modification of extreme points of the above. Not so narrow and tight-fitting.

Increasing prevalence of unfinished rough cloth.

Styles of Overcoats

Overcoats tending to simplicity.

Lack of belts and other frills noticeable.

Styles are shorter than heretofore.

Double and single breasts competing for popularity.

Unlined coats and patch pockets will be in both Fall and Winter overcoats. Bluff edges, heavy lapels, and close bodies represent extremes for young men.

THE Fall and Winter styles for men's clothes show an accentuation and a narrowing down of last year's styles in the well dressed trade. In some districts roomy suits, padded shoulders, double-breasted coats, peg-shaped trousers, etc., are still being made up, and no doubt will continue to be to a great extent.

In the Fall styles for young men are seen a few more tendencies to extremes in some respects. There is a fair sprinkling of long patch pockets on the lined coats of fairly heavy weight, even though they were originally meant for unlined Summer suits. The flap pockets, however, are still in the majority. The outstanding feature in recent changes is the still further close-fitting of already scant suits.

The shoulders and sleeves are very narrow, with an athletic effect, and coats are running to soft fronts more than ever before. The canvas or hair front is decidedly becoming a thing of the past among those who follow the English styles.

Form-fitting, four-button coats are the correct thing usually in the twenty-nine and a half inch length, for the thirty-eight breast model. Some lapels are cut peaked, with fairly long soft roll, but the bluff edges and very short roll appears to be quite as popular.

The most expensive and best appearing suits are notable for their simplicity and lack of the most extreme touches, in accordance with ideals of good taste that fortunately are becoming more frequent in the general public.

Vests Cut Higher.

The vests are very high cut, more so than before, with the narrow shoulder in line with the prevailing mode in coats. There appears to be no rule about the collar, which is entirely absent to a great extent, as it was a few years ago. There appears to be an equal popularity for each. Six-button vests are decidedly in the ascendant.

Trousers still show the straight, narrow lines, possibly somewhat accentuated. For the thirty-eight breast size, the nineteen knee and fifteen and three quarter bottom are the proper lengths. Cuffs follow as a matter of course on such trousers.

Long Lapels On Older Models.

For the well-dressed man of thirty or thereabouts a less youthful and possibly a more tasteful style of suit is offered. The English fondness for soft fronts is favored here more than in the other lines. The frequent necessity of pressing has done something toward lessening the demand for this style, but its suitableness cannot be denied. A striking feature is the increasing prevalence of unfinished rough cloths in Fall lines. In this medium class, styles follow the young men's in a general way as usual, but are modified in some of the extreme points of the latter. The shoulders are quite natural, with a slight tendency to narrowness instead of a most decided one. Coats are thirty and one-half inches in length, except some staples, and fit fairly close and have the soft roll, long lapel and four buttons. There is an almost entire absence of short lapels. The lapels are fairly heavy and are usually peaked or otherwise out of the ordinary. Fewer patch pockets are seen here than in young men's suits. The vest is fairly high cut, both with and without collar, with six buttons and shoulders similar to the coat, not too narrow. Trousers are twenty (knee) and sixteen (bottom) for the thirty-eight breast, and are fairly narrow, with cuffs or without. This less extreme line more nearly approaches good taste and good dressing in general than usual. The tendency appears to be working steadily in that direction.

Overcoats.

Overcoats for Fall will cover a more varied line of colors than is usual, ranging as they do through browns, greys, blues, tans and purples. The styles are much shorter than before, forty-two inches being the prevailing length. The coats are coming back to the close fitting style of a few years ago, and lack belts or even half belts in any quantity. The prevailing tendency is toward simplicity and a lack of fancy effects. Sleeves are narrower, quite narrow in fact, and the double breasts appear to be quite popular, although the singles promise to be in very good demand too. The collars are mostly plain, but a few fancy effects are noticeable. The weights are likely to run from sixteen to eighteen ounces for the best sellers. Staple lines will be found in the customary lengths of forty-four and six inches, but the shorter, close body fitting variety will make the strongest bid for popularity.

In Winter coats, the dark cloths naturally receive the most attention, with beavers and meltons, ignored for the past five years, making a strong bid in the

(Continued on page 62.)

It's the cloth in your overalls that gives the wear.

STIFEL'S INDIGO CLOTH

Standard for over seventy-five years

The boot on the back is your guarantee

75 years *continuous sale* is the best proof of the selling quality of STIFEL'S INDIGO

Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

You can tell the genuine in a minute by this trade mark ☞

on the back of the goods inside the garments.

It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the *world's standard fabric.*

Cloth Manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES
NEW YORK . . . . . 260-262 Church Street
CHICAGO . . . . . 223 West Jackson Boulevard
SAN FRANCISCO . . . Postal Telegraph Building
TORONTO . . . . . 14 Manchester Building

KANT KRACK

not a name only, but a trademark which is descriptive *of* the quality *of* the

Parsons & Parsons
Canadian Company

Coated Linen Collar

And what gives it this name is the fact that the superior quality waterproof coated linen is strengthened with flexible lips, reinforced buttonholes and the patented long slit in the back which ensures easy fastening.

Made in all the leading styles.

"One grade only, and that the best."

Made in Canada.

Sold direct to the trade by

The Parsons & Parsons Canadian Co.

HAMILTON, ONT.

Wide Lapel a New Feature on Coats

American Manufacturers Bring Out Model With Soft Roll Fold and Almost as Broad as it is Long — Gives an Emphatically Distinctive Appearance to Overcoats.

CLOTHING manufacturers who depend largely on their trade with the young dressers by bringing out something distinctive to the season are beginning to show their hands so far as the Fall business is concerned. One very widely-advertised American house will make its bow with something very emphatic in the direction of the wide lapel—a short lapel with a soft roll, which will be almost as broad as it is long, and which gives a very distinctive appearance to the garment; and it will be worn on both the sack suits and the overcoats.

The models of this company will be distinguished by this wide lapel, but as regards general cut, there will be little change. The lines will follow the close form-fitting English models, which have been popular for several seasons, with the moderately narrow trousers and the cuff, while some of the pockets will be slightly on the bias. There is a new note in the appearance of some of the coats by a more pronounced cut-away at the bottom. The usual model will be single-breasted, with three buttons and the roll collar, with which usually only the two bottom buttons are used. Some double-breasted styles are shown, and on these, too, the wide lapel is used.

Distinctive Overcoat Cuts.

On the overcoats the wide lapel is even more pronounced, and the effect is more distinctive. The fold takes almost the shape of a triangle, and is used on both the single and double-breasted models.

One coat is shown which is a modified cut of the Balmacaan with the raglan shoulder, but, as will be generally appreciated, the contrast of the broad lapel to the Prussian collar is a startling one. Another model is on the full Balmacaan style, with a convertible collar which can either be used closed or opened—giving either the Prussian or the lapel effect. This should help the Balmacaan, which has been largely used as a storm coat.

Many of the dressy coats are of the form-fitting style, and on several of these the double-breasted cut is used.

The designs of this clothing house give a good idea of what may be expected in the clothing trade from manufacturers who, with their own selling agencies, can keep their plans from the trade until the season is at hand. How popular opinion will receive a new departure of this kind is difficult to forecast, but there can be no doubt that the tendency of young men is to wear the new stuff as soon as they can get it, or not to wear it at all.

CLOTHES AT ASCOT

THE 1914 Ascot was remarkable for the number of well-dressed men in attendance. Features of it were the grey or white top hats, particularly in the case of the young men, trousers

Latest style of vest.

pressed at the side and white ties. The usual black morning coat and light trousers were quite de rigeur.

This light-colored hat, previously confined to grey morning or frock suits, is now open to use with black coat and waistcoat or with black morning coat and white vest.

White spots have given sway at this fashion centre to the cream, white or biscuit-colored cloth uppers of patent leathers. There is promise of the frock coat returning to favor judging by the favor shown it by several of the younger leaders of fashion. It will, however, be form-fitting with no looseness in the skirt.

Possibly, the return to favor here of the double-breasted waistcoat is not unconnected with the frock coat's return. At any rate the former is here to stay a while again. Wing collars have almost entirely given way to double collars for wear with morning and frock coats.

The fashion for check trousers received fresh impetus here. The best-dressed men appeared in black and white check trousers with black morning coats and waist coats. Cheviots, worsteds and tweeds are very popular for trousers.

Colored shirts worn with wide ties were another Ascot feature, particularly with the younger men.

White, hand-sewn kid gloves have entirely replaced white suede and buckskin.

The variations from the above were mostly of a more informal nature, such as soft silk shirts, with morning coats, blue vicuna in the latter, etc.

STYLES IN SUITS AND OVERCOATS.

(Continued from page 60.)

market again. All the plain cloths appear to have the preference over fancy effects.

Weights are running from thirty-two to thirty-eight ounces, and lengths are the same as in Fall coats. In the young men's, the lapels and collar are quite wide and heavy, with the body cut to a corset fitting degree in the more extreme styles. Velvet collars cut quarter line are noticed to some extent and promise fairly well, according to present indications.

In the better grades, patch pockets and unlined bodies are quite noticeable. These features were noticed last year, but were not as generally adopted then as they promise now. The bluff edges, smooth, fairly close and decidedly simple stuff are being paid the most attention in the better grades, which in all lines are tending steadily to an increasing evidence in good taste in dress for men.

DEPARTMENT STORE IN CHINA.

In Swatow near Canton, China, a three-storey, luxuriously-furnished department store has been erected. This is the first department store of the Far East and shows a decided step forward besides creating a veritable sensation among the inhabitants. The furnishings alone are said to have cost about $50,000.

Novelty in Men's Dancing Suit

THE popularity of the tango and the worship of terpsichore, which has spread from the ballroom to the Summer verandah, has led to a new costume for the man who would attend the popular Summer resorts and take part in the festivities to which society is devoting itself. Well-dressed men are now wearing a dancing suit, which makes certain concessions to the demands of formality, while at the same time introducing elements of comfort which are very important in the hot weather.

The accompanying reproduction gives a good idea of what may be expected at the fashionable resorts late this season, and especially next year. The coat is distinctly new, being something between a tuxedo and a sack. Note the very long lapels, the angle of the pocket vents and the single button. With it the vest is low, and a soft-pleated shirt is worn. Formality is also reduced by the wearing of the wing collar and a black bow tie, large in shape and with a pattern design. Headwear and footwear are shown in the extremes—the formal pumps and the sailor straw hat.

So long as the popularity of the dance continues and the tango and other forms of the craze are made the feature of social gatherings, this new suit will find favor with a limited class of men—it is a very sensible idea and combines appearance with a wide concession to the demands of comfort. For Summer evening wear, at house parties, etc., it would also be very correct.

Wide Belt to Replace Vest.

The demand for comfort for the hot weather and the necessity for maintaining formality in dress at many affairs at the resorts is bringing about a limited revival of popularity for the vest belt. This is nothing more or less than a wide belt, which can be worn with a cutaway coat in such a manner that the front is an exact imitation of the appearance of the vest, and the difference could not be told after the coat is put on. The vest is worn with either the regulation front or the mushroom front dress shirt, and permits entire freedom of the body.

NEW TYPE OF COSTUME.

This is a dancing suit introducing certain elements of comfort—between Tuxedo and sack. Note very long lapels, low vest, soft pleated shirt, wing collar, black bow tie with pattern design, and informal sailor straw. Courtesy of James W. Bell, Son & Co., New York.

FISH SWAM IN RAINCOAT.

In one of its show windows devoted to raincoats, The Hub, Chicago, recently placed a cravanette coat over a square frame, which allowed a part of the coat to hang down forming a bowl, and in the water were several goldfish swimming as happily as though they had never known any other home. It was watched by thousands of persons. It also increased sales of that particular raincoat, many styles of which were shown in the same window.

NOVELTIES IN TWEEDS.

A novelty in Shetland tweeds that is offered the trade this Fall is a woven cloth in a knit design, that was ribbed like a stocking, except that the ribs are fully three-quarters of an inch in width. The cloth is very elastic, and particularly suitable for sports. With the suit is offered stockings, hand knitted, and of the same color wool and general design as the suit. The whole effect is quite unique.

MEN'S MILITARY CAPES.

Military capes for men's evening wear threaten to have a run if the recent Paris indications count for anything. They are an adaption of the popular ladies' cape, cut very full in the back, of rich and soft black Shetland cloth, and with a full face of West of England beaver. Extreme Balmacaan styles are also shown in this. Some samples include very deep sleeves and cuffs of double width that are turned back for five or six inches by means of a rich black corded silk. The whole was set off by an extreme shawl collar.

STRAWS FOR TRAVELING

An adaptable straw hat for traveling has come into use abroad this Summer. It can be put into any box or bag with perfect safety, as it is made along the lines of the crush opera hat. It folds into a flat shape, and occupies a remarkably small space when ready for packing.

SOME KNOTTY NEWSPAPER ADVERTISING PROBLEMS.

(Continued from page 48.)

—that from this permanent following every store secures a very large, perhaps the largest part of its response to daily advertising.

—that violent display and startling headlines are more annoying than gratifying to that following, which can be trained to follow the advertising of its favorite store in almost any readable form in which that store chooses to present it. (This is my way of accounting for the uniform success of widely differing styles of store publicity.)

—that this faithfulness does not give any store license to make its publicity dry as dust or lacking in interest or information.

—that failure to recognize this last fact will soon result in a dwindling audience.

—that the store discharging its newstelling duty most carefully and conscientiously will gradually add to its following by recruiting from former adherents of less diligent stores.

—and that this store will, in this way, build up a following larger and more permanent in character than any that it is possible to build up by sensational display advertising.

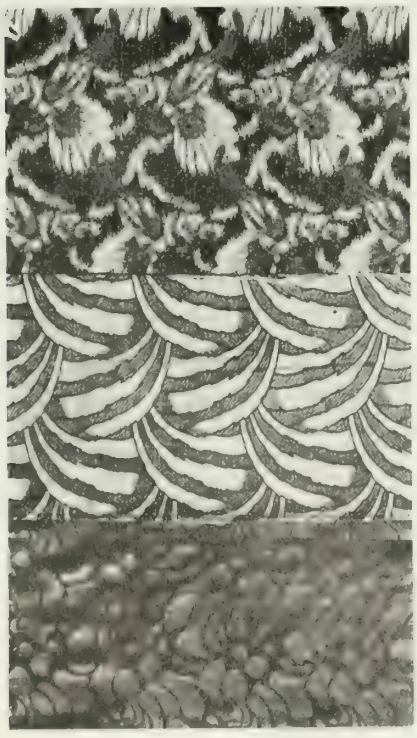
It is my personal belief that the big, broad, profitable view to take of retail advertising is to look upon it as a service owed by a store to its friends—to consider it a duty to provide those friends with the information necessary to enable them to shop in haste, comfort, and with satisfaction.

Louder Shirts Coming: A New Soft Collar

Golds and Greens Will be Added to the Pinks According to Predictions of Those in Touch With the Big Style Centres—Soft Cuff Becoming General for All-year-round Wear — Flannel Shirts Popular.

By a Staff Correspondent.

MONTREAL, Aug. 17—(Special).—The popularity for the highly colored shirt has reached New York, having crossed the waters from England and the continent, and shirt manufacturers are looking for a strong demand for this class of goods in the Canadian trade for next Spring. Already in the Fall business the "loud" tendency is noticeable in the popularity for pink; and fancy fronts with cross and vertical pleats, mushroom effects, etc. For Spring in that portion of the trade which follows the fashions and where the effect of the New York example is soon felt, there will undoubtedly be a demand to some extent at least for gold and greens as well as the pinks and for the bold Roman stripes — or "candy" stripes as they are generally called, being a representation of some of the color schemes which the small boy of a generation ago found worked out on the penny sugar stick which he got at the corner grocery.



Samples of Fall neckwear showing the tendency for allover designs in high-class materials to retail at $1 and up to $2.50. The silks from which these swatches were cut had just been received from Europe prior to the declaration of war. Shown by Tooke Bros., Ltd.

In the trade there is a noticeable increase in the demand for the light flannel shirt in conservative patterns and for the fine wool taffetas.

Collar styles for Spring are now having the consideration of the designers but it is yet too early to predict what may be done with the stiff linens, although it looks as though the novelty models in which the material rather than the shape bore the important part, will become more generally popular.

A New Soft Collar.

This season has apparently seen the death of the soft collar which disappeared with the wash tie, but from the sources of fashion comes the forecast that the negligee neck decoration will be resurrected next Spring—not as the soft collar that we have known but as something so entirely different that it ranks as a novelty. This collar will follow more after the style of the neck band of the negligee shirt and in front it will be fastened loosely and held only by the tie, there being no buttons or clasp such as featured the soft collar we have known.

Soft Cuff Strong.

The popularity of the soft cuff seems to be growing all the time. More and more are the starched wrist bands failing to come back with the cool weather and there are now many men who wear the soft cuff with their business shirts the whole year round—certainly there are strong arguments from the common sense standpoint in favor of the negligee style; it is not only more comfortable but it has a tendency to reduce laundry bills and at the same time the life of the garment is certainly lengthened.

No Simplicity in Ties

Except to Tendency in Men's Wear—No Sign of Improvement in Wash Lines for Spring.

THE Fall and Winter lines in ties threatened a larger amount than usual of high-priced goods, before the existence of the present state of affairs, which, of course, only serves to strengthen that tendency. The broad, showy ties of large patterns, striking contrasts, broad stripes, brocades, etc., are predominant in lines shown. Incidentally, ties appear to be the chief exception to the present tendency to simplicity in men's wear. The larger knots that these ties make are partricularly suitable to the wing collar and the extra wide opening in double collars that are so popular now. Such is the riot of color that tango ties are making a bid for favor.

Dress and tuxedo ties remain the same, with silk and piques showing increasing popularity. The white-edged black tuxedo tie appears to be fairly well thought of.

In the spring lines there is little that is new that is showing up, but the present situation is so ripe with possibilities that anything may happen.

Bow ties are becoming more and more popular and promise a heavier sale for Spring. The wash lines are dead and show no signs of recovery. The tubular variety is just fairly strongly and will, no doubt, be sold to a reasonable extent. The advance in artificial silk may affect this line unfavorably though. The price has gone up twenty-five cents a pound, nearly forty-five per cent.

Typical broad pattern tie, with stripe in basket weave effect. Shown by E. & S. Currie, Limited.

High Price the Feature of New Cravats

Rich, Heavy Imported Silk Being Used — Over Designs With Floral Persian and Moorish Patterns Introducing Four, Five and Six Different Colors—Printed Warps Imitating These in Design and Pattern.

By a Staff Correspondent.

MONTREAL, Aug. 17.—(Special).—There is something distinctive about the new Fall neckwear as compared with other seasons—despite the big range that has been displayed for a year or so now, and the latitude which fashion permits in design and colorings. The new feature is the allover designs with large patterns and the rich color combinations in lower tone effects. It is in quality, however, more than style that the new ties differ from what the men have been wearing, and we find that the manufacturers have bought imported silk of the highest quality which will be made into cravats which will retail from $1 to $2 and even higher. Where there are cheaper grades it will be found that the effort is to imitate the expensive silks.

Practically all the new stuff is in allover designs with large figures, the designs including leaves and flowers and Moorish and Persian designs in rich color combinations in which there will be seen four, five, and six different shades worked into the one design, and where there has been in the past a tendency to introduce contrasts in colors, the whole effect is now one of harmony—but, in striking impression, what has been lost in color is made up in pattern and the new stuff cannot be said to be quiet.

To get the effect of some of these very expensive imported silks in cheaper grades of goods there has been made a new line of printed warps which follow after the popularity of the printed crepes and bengalines which were so strong in the Summer trade, although in the new designs the color effects are changed. In the cheaper grades also there are many of the border ends still shown and even in the high-priced lines a few stripe combinations are shown, but in these there is a tendency to use the allover patterns between the bands.

For the holiday trade, then, this Winter, there will be an opportunity such as there has never been before for spending money in the purchase of cravats and some very beautiful lines may be secured for the Christmas shoppers.

The high-priced silk is a very heavy material and practically all ties will be cut on the bias with very large loose ends and this means that there will be large knots. The ascot, which is always more or less popular, will be found to have a stronger run, and the new materials are very well adapted to this kind of large cravat.

NECKWEAR IN PARIS.

Paris shops show an increasing tendency toward moires. They are shown in tobacco brown, mauve, grey, etc., and are used more particularly in the larger ties. Tubular ties are seen with insertions of black satin down their centre.

One of the newest and best liked shades in all ties is the corn flower blue so long associated as a part of the color scheme for blonde beauties. Extreme patterns, tangos, etc., are all the rage, the more complicated, the better. Foulard foundations, polka dot patterns, satin borders on bat ties and changeable designs in two tones are all innovations that give promise of a run.

In knitted goods, bands of closely meshed silk, for strength's sake are popular. A novelty wide mesh knit on a solid silk foundation is another new idea.

Oriental cashmere patterns in printed foulard are quite common in many color combinations. In brocades, foliage patterns and all-over designs are the most popular. Checks of all sizes are being introduced and promise well. The displays as a whole are quite bewildering in the large variety of silks offered in every conceivable pattern.

SHOW CASES
If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.
WRITE FOR CATALOGUE
H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO

"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario
Worn by the Best People
Sold by the Best Dealers.
Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

As New York Views Hats for Fall and Spring

NEW YORK, Aug 17.—In the main hats will be found to be a repetition of Spring lines with the usual amount of novelties in the way of emphasis on the strikingly successful styles of the past Spring and Summer.

In this country the bell shaped and the tapering effects appear to have dwindled in popularity. The rolled brim in felts appears to be coming in strongly. The usual colors in felts will be found again to range from dark blue and green down to slates. Instead of tapering a great many hats are almost square. The rolled brim has been adapted more particularly to this variety.

The three-color novelty bands are coming in stronger than ever in light and gaudy colors. The "American Hatter" sums up the outlook as follows:

There will be more orders to fill during August and September than ever before, and there are fewer factories than in many years to turn them out.

The popularity of soft hats will continue unabated and unlike the early season expectations of most of the authoritative observers of the vogue of men's headwear, Fall styles will be even a little more extreme than last season.

Fancy Effects More Pronounced.

Many of the keenest judges of hat styles believe that the limit of development of fancy effects had been reached this Spring but still more pronounced shapes will prevail this Fall, particularly for the popular trade.

In soft hats dimensions will be more extreme—crowns higher and brims narrower.

Diamond telescopes, the double crease producing the diamond shape drop tip and the regular circular drop tip effect, describes the dominent note in crowns. For the last named 4½ and 4¾ inches are the best heights, while for the others 5½ inches prevail. There will be some demand, especially for the better class of trade, for a high taper round crown in the old-fashioned center crease about 6 inches deep.

Flat set brims will be the rule, chiefly 2⅛ and 2¼ inches wide, pencil curls being favored close rolled and open roll, although there will be a good undercurrent of demand for flat brims and some business for turban brims. Droop brims or dish brims are passe. Dark colors of body, with light contrast trimmings, will dominate the soft hat style everywhere.

Dark Blues First Choice.

Dark blues will be the first choice with dark shades of green a close second, after which favor will be divided between seal, brown, slate and stone.

There has ben a general feeling that on account of the widespread vogue of fancy colors a reaction was due which would revive the popularity of pearls and this Spring the first concrete evidence of such a tendency appeared in Boston and spread throughout New England in the form of a general demand for pearl soft hats trimmed with black band and white binding.

This vogue grew steadily throughout the Spring and it was confidently expected by many that it would spread to other sections, but there has been no such tendency elsewhere.

Strong Contrast in Trimmings.

For popular trade trimmings will be a strong contrast, while for the high-class trade the bands and bindings will be only a shade lighter than the body of the hat, producing a two-toned or "mismatch" effect. In the width of the band there is also a marked distinction between the popular and the exclusive trade; for the former the narrower bands, principally 14 to 18 ligne will be best especially in heavy rib effect, while the latter will require 24 to 30 ligne in both taffeta and the heavy rib, the taffeta being somewhat favored.

Sash bands have run their course and if the demand should maintain itself sufficiently to permit retailers to clear out their stocks they will be fortunate.

All manner of fancy bows on the rear quarter will be rampant—it is these that are the most pronounced distinguishing feature of the late styles.

The Panama crease in the felt is another effect that will be in favor.

Daring Color Effects in Bands

Some very daring three- and four-color effects have been shown for Fall and while several seasons back any man would have had his sanity questioned if he had hinted at such a style development, nowadays, in view of the extreme fancy colors and trimmings of last season and the generally accepted belief that the limit is not yet, one is tempted to say with reference to the rainbow combinations—"Why not?" These color combinations are produced by the use of different colors for body, band, bow and binding, for instance a green hat will have a blue band, a green bow and perhaps a white binding. The combination mentioned, however, is decidedly mild compared with some that are shown.

There is no immediate danger of such an eruption in the trade—a few of these hats have been bought, probably just enough to be used for a window display—and it is too early to consider the possibilities for next Spring.

* * *

Taper Crowns in Stiff Hats.

In stiff hat fashions there is little or no change. The vogue will continue decidedly in favor of taper crowns, 5½ x 1⅞ being the best dimensions, other variations of these proportions in the taper crown effect also being well favored. Retailers are advised to allow the present stocks of full tip low crown, wide brim styles to exhaust themselves without replenishing. They are passe—old fashioned—"augespielt"—and the merchant who continues to feature them proclaims himself of ancient vintage.

* * *

Straws for 1915.

In straw hats the style problem is not quite well enough defined to make predictions with any degree of assurance regarding the probable development of straw hat fashions for 1915.

In Panama hats fancy styles will be well featured and as the development of the Panama is substantially stimulated by the up-to-date styles which takes it out of the staple class, the demand continues to grow steadily.

A steady sales of Bangkoks is assured for 1915, and Leghorn will also come forward as a favorite of fashion.

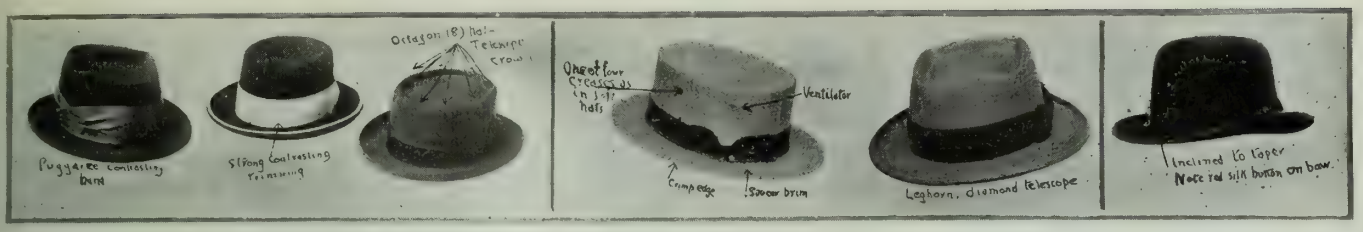
Increase in Panama Prices.

In recent years there has been a steady advance in the price for Panama hats as a natural result of the wide-spread demand. In the articles of general manufacture an increased demand is usually well taken care of by the use of an increased number of machines, but Panama hats, being an article of native hand works the supply is restricted to the quantity that the natives can weave.

The steady upward advance in prices has recently been augmented by a marked increased of 10 per cent. on heavy buying orders from Cuba, London and Panama, especially London.

In addition to the actual increase in quotations this is still further enhanced by a reduction in exchange with South American countries. While retailers will undoubtedly pay the same prices as formerly, the effect of the increased cost of bodies will be reflected in the inferior qualities, compared with former grades and in the increasing difficulty to secure the lowest grades as formerly.

(Continued on page 67.)



Samples of Spring hats shown by Ansley-Dineen Hat and Fur Co., Limited.

Flood of Novelties in Hats for Spring of 1915

Many New Makes in Straws on the Market—High Crowns and Narrow Brims, With Taper Missing—Octagon Shape in Soft Hats With Contrasting Colors Prominent—High Crowns in Stiff Hats.

WITH a six months' margin of safety to come and go on, hat manufacturers are beginning with confidence to display their new ideas for Spring, 1915. This will take rank as the season most fertile in new ideas, in real novelties. The variety is simply astonishing.

There were many retailers who thought that the extreme novelties of the past Summer had run their course, and that there would be a reaction towards more staple lines. The former conclusion in many ways is correct, the latter far from it. It is quite true that few of last year's novelties are coming back into favor, but the variety is greatly increased. One firm is sending its travelers out with nearly 300 samples of straws apiece.

The reason for this seems fairly clear: an effort to stimulate trade; something new to prod the retailer, who in turn will prod the fancy or sluggish buying tendencies of the public. The sale of a novelty hat usually results in a second sale a month or two later, for the buyer tires of his early choice.

One does not find many of the high taper straws of this season in the 1915 lines. It ran its course, as The Review pointed out, and a short one at that. Hats are high, higher slightly than this year, and the bands are narrow—an opposite condition from soft hats. The puggaree band has not gone well on straws, and is relegated to soft hats now. The bow still dwells towards the back, three-quarter or full.

It is in the brims and braids that the chief variety exists. There are all kinds of new braids, one of which is illustrated elsewhere in this issue. Many depart on the top of the crown from the series of rings and straight lines run across.

There is an attempt being made to introduce a couple of braids that hitherto have been limited almost entirely to women, the Leghorn and the Bangkok, and a sample of the former is illustrated here in telescope crown. The Leghorn comes in both the diamond telescope and the ordinary telescope.

1915 *HAT LINES.*

Straw with straight saucer brim and tartan puggaree band.

Crimp edge, ventilator in crown, four creases in brim.

Hat mirror inside hat.

Leghorn hat.

Octagon and sextette hats.

Bell-shape hat.

Brims of straw wider in front and rear than at sides.

The creases of the soft hat, usually four in number, have been adapted to straws, as is shown in one model here. Many have this innovation.

The saucer brim is found on a number both of straws and soft hats.

Another novelty in straws is a double brim all the way through, instead of just at the edging, as before.

Another wrinkle is a mirror placed inside the hat, almost enabling this creation to secure recognition from the "party" bags in the fancy goods departments.

As a rule, the brims tend to be narrower. The most approved for Spring is the one that is slightly broader in front and back than at the sides, the former measurement being 2⅛ inches, and the latter only 2 inches.

In soft hats the most pronounced tendency is the contrasted trimming, which is often expressed in a light and a dark shade of the same color, greys, greens, etc. Other combinations were a brown hat, with green band; a light fawn, with green band, etc.

The pencil brim is coming strongly into favor, and creases on the crown are everywhere recognized. These extend not only to four points, but hats are being made with six (sextette) and eight, an octagon with a telescope crown.

The butterfly bow is going strong.

Among shades a moss green is one of the new colors, and greys are also popular as well as the ever present blue and the green.

In stiff hats the edict is "higher in the crown and inclined to taper." One of the latter is seen in the illustration. The low flat brim is no more, but these are close curled and small. Big hats are not seen. The bell-shaped stiff hat, one of the present season's showing, has met with little demand as a Spring article of wear.

BLACK AND WHITE WINDOW.

Following the news from Paris of the returning vogue of black and white, one store that is always well in advance on the question of style news put in a black and white trim, that attracted much attention. The centre portion was a handsome wax figure attired in a white accordion-pleated overskirt with drop skirt of black and waist of black and white combined, and wearing one of the new white hackle turbans. Black and white materials suitable for Summer wear were draped on forms and stands. Surrounding the central figure, black and white hosiery and pumps were shown. These were displayed on shoe and stocking figures on low mahogany pedestals.

ADS AND STORE LOCATIONS

In the store of James A. Ogilvy & Sons, Montreal, there are three neat frames placed on the elevator cages between the different shafts. The centre of these contains a diagram of the store showing the different floors and giving a list of the different departments, with its location on each. The others are used for the daily posting of the store advertisement taken from the morning papers. Shoppers who pay attention to the store advertising may at once refer to some item which attracted them, and from the store diagram find the location of the department to which they desire to go.

The Hat and Cap Market

New York Opinion That Straw Crowns Will be Lower and Wider — Few Taper Crowns — Leghorns in Demand.

IN an article on "The Hat and Cap Market," Men's Wear, New York, says: "The traveling straw hat salesmen, now on the road with their new lines for next Spring, report that there is a pronounced tendency on the part of the retailers to defer placing the larger portion of their advance orders for straw hats until they are able to more definitely determine what the safest and most salable styles are going to be. Manufacturers naturally do not welcome a situation of this kind, but most of them realize that, on account of this prevailing uncertainty in the matter of styles, waiting is really the only intelligent course for the retail merchants to pursue, because it is utterly impossible for anybody to accurately foretell this far ahead of time just what styles of straw hats the consumer is going to demand next Spring.

"Buyers are reasonably confident, however, that sennits will continue to be the most popular straw hats next season, but they do not know in what dimensions the majority of them will be wanted, what heights of crowns and widths of brims, so that any orders which they might place are based merely upon conjectures, and may have to be changed later. The general opinion in the wholesale market is that fewer high-crown, narrow-brim hats will be sold, or, in other words, that hats with slightly lower crowns and wider brims, 3½ x 2⅜, or thereabouts, will predominate. More than a dozen manufacturers agree on these figures as being their choice for one of the leading proportions and best sellers in sennits next season.

"There seems to be a disposition to get away from the high taper crown hats, and only a very few of them are being shown in the new lines. Bands are principally of medium width, 1½ to 1¾ inches, with bows either on the side or quarter. Almost every manufacturer in the business is showing one or more of the self-conforming, flexible-brim sennits in his line this season, but how much success they will have with them remains to be seen. One of the few retailers who showed these hats this Summer recently declared that his customers had not been very favorably impressed with them, one objection being that the brims, being flat, often buckle out of shape.

"Manufacturers anticipate a fairly big demand for soft straw hats in all grades, from the cheapest to the most expensive, and there are some strong indications that certain styles of soft straws will be more popular next season than probably ever before. The shapes of these will be somewhat similar to the most popular soft felt hats, with telescope, diamond crease and Alpine crowns, and natural turn-up and curled-edge brims. Leghorns especially, it is believed, will be in greater demand than usual among the better class of trade. A few of these are being shown in novelty shapes and fancy colors, such as green, pearl, brown, blue, etc., but it is expected that a large percentage of the orders will call for staple shapes in the natural color."

Personal Notes of the Trade

Thomas Sturdy, Malakwa, B.C., general merchant, is dead.

L. Eisenstat, Montreal, clothier, had considerable loss by fire.

Stephen McMillan, Isaacs Harbor, N.S., general merchant, is dead.

W. G. Murphy & Co., Binscarth, Man., have sold out to Robert A. Grosby.

M. W. Rice, Springford, Ont., has sold out his general business to F. Malcolm.

J. B. Caldwell, Sedley, Sask., general merchant, has been succeeded by J. E. McCall.

Ferguson & Harris, Walton, Ont., general merchants, have sold out to A. J. Lyddiatt.

John English, Nackawick, N.B., general merchant, has been succeeded by J. F. McGuire.

Philip Cramer, North Battleford, Sask., men's furnisher, has opened a general store at Speers.

Mark Hall Vancouver, B.C., clothier, suffered considerable damage as the result of a recent fire.

Donald Smith, Hamilton, a pioneer merchant tailor and clothier of the city, recently died at the age of eighty-five.

The Man Store, Ltd., Sault Ste. Marie, has been organized with a capital of $40,000 to succeed to the men's furnishing business of the late D. I. Millar.

Norman D. and Mrs. McKinnon, of McKinnon's, Ltd., Weyburn, Sask., left on Thursday, July 30, for Toronto and other Ontario points.

Bohan Bros., Toronto, men's furnishers, have purchased 145 feet on the south side of Adelaide between York and Simcoe streets for $100,000 to serve as a warehouse site.

THE LATE GEORGE MILLS.

The death of a well-known business man in Eastern Ontario took place in the removal of Mr. George Mills, head of George Mills & Co., Kingston. The business had of late been extended to include large wholesale transactions in hats and furs. Mr. Mills was aided in this by two sons, William and Charles, who had received valuable experience on the road from the Atlantic to the Pacific.

THE VALUE OF GOOD PAPER.

EVEN IF YOU are going after rural business, don't send out circulars or letters on shoddy paper, says a man who has tried both ways, and don't sign your name with a rubber stamp. Farmers are advancing rapidly and now own autos and many of them have typewriters. Remember, farmers are big buyers of automobiles, and other machinery, so just study the character of the advertising that firms making these articles put out, and see how far you come short of matching up. In hundreds of districts in Canada farmers have pretty solid balances with their bankers, and their trade is in the steady and reliable class. Of course, you can make an error in the opposite direction and put out literature that will give the impression that you are carrying goods of a class that the farmer has little use for, but you should err rather on the side of the too expensive, rather than the too cheap.

A PROMINENT MANUFACTURER OF HATS.

Arthur Allan (A. A. Allan & Co.).—"Our German stocks had left the factories before the war broke out, but have probably been tied up at Hamburg. We would sooner have them at the bottom of the sea, for we would at least get our insurance out of them.

"There will be no Austrian velour hats arrive in Canada, and the few on hand from last year will be at a premium. There will also be a lack of wool hats that Germany has supplied hiterto.

"Bindings and bands that came from the Continent will also be cut off, and for a supply Canadians must depend on America. Our Italian stock is in."

AS OTHERS SEE US.

High Waistline for Coats

Clothing Worn by Stylish Men at the Polo Games in New York Cut on Different Lines to That Turned Out by the American Manufacturers—New Ideas in Lapel Notches.

A HIGH waistline in the design of the coat for men is advocated by a writer in Men's Wear, New York, who expresses the strong opinion that the clothing worn by the guests at the polo games in New York indicated a defeat for American clothing manufacturers just as great as that suffered by the American four. The letter is in part, as follows:

"I hope there were a goodly number of clothing manufacturers at the international polo match. And I hope that they had seats in the west stand, where society congregated, and in which I was able to get a seat at the last minute, adjoining the timers' box and overlooking the Meadow Brook Clubhouse lawn.

"Above all, I hope that those clothing manufacturers or their designers that were in the west stand had their eyes open and their powers of perception keyed up to a high pitch, for the clothes I saw on the hundreds of smartly-garbed male members of the Meadow Brook Club and their guests meant as great a defeat to the ability of the American clothing manufacturers as that suffered by the American four. Getting back to Broadway and Forty-second street, after the game, and seeing the clothes of the masses, made me regret that I don't understand the intricacies of tailoring. I wish I did. Then possibly I might be able to explain the definite and apparent difference in the clothes of the men I watched strolling about the clubhouse lawn and on the west stand, and the clothes on the men of the masses, who are garbed by the clothing manufacturer. There is a difference—a big difference—and it isn't just a few men that I saw that make the difference apparent, but the hundreds.

"As I have said, if I knew the intricacies of tailoring I might be able to explain details of this difference. But there are a few points about the clothes of the smart followers of polo that make them different from the ready-made garments, and that I think I can explain. One of these is the high waistline. In the single-breasted jackets (I saw a mere half dozen double-breasted coats) the waistline is very high. The coat fits snug to the figure down to that line of the body that touches the lowest rib. From there on it drapes away. This gives all the smartly-garbed men an appearance of having a well-muscled, powerful back.

"Why can't the clothing manufacturers get this high waistline effect that Boughton has been talking about in Men's Wear and the Chicago Apparel Gazette for the last three years? I've seen a good many lines of clothing, and this principal point is absolutely lost.

"Another point I noticed was the lapel notch. None of the coats I saw had the long-point, narrow-notch lapel, such as has been prevalent on ready-made clothing for the last few years.

"These few points, with the fact that none of the men wore coats that fit snugly over the hips, were the most noticeable when I got to making mental comparisons between the clothes of the manufacturers and those of the smart Fifth avenue and Saville Row tailors."

Kindly mention this paper when writing advertisers.

WRITE TO SHAWS

and ask about the most modern and simple method of show-card writing instruction—The Edwards Short-Cut System.

Double your earning capacity in a few weeks.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO Mention this paper

Write to-day for Prospectus and full information.

War window in the store of Godwin's, Limited, Montreal. The central subject, a warship in full action, is the work of E. Lemieux, the staff artist of the company and is the result of his labors for a day and a half. The window was probably the most impressive seen in Montreal's stores and it was with difficulty that the crowds were restrained during the period occupied in taking the picture for The Review.

Large Crowds Drawn by Realistic War Windows

Montreal Stores, With Fitting Enterprise, Followed Universal Feelings in Planning Displays — Backgrounds of Flags and Bunting—Sergeants' Mess Represented.

By a Staff Correspondent.

MONTREAL, Aug. 15.—(Special.)—War time has its special call upon the window dresser. Since the outbreak of hostilities in Europe, and especially since Great Britain has stepped into the arena of the battlefield, the streets of Canadian cities and towns from coast to coast have been thronged with patriotic crowds. To draw the attention of these crowds to the store windows has been the duty of the display artists, and this has required patriotic displays, for there is little in the public mind at the present time.

To make a display at such a time that will appeal is simple—the showing of a flag will do that; the showing of many flags will do it better. To make a display that will draw and hold the crowds is another thing entirely; it is not a question of elaboration, people at such times are not looking for details. The most effective windows which have been shown are those where there is one or two outstanding figures or ideas with a background of flags or bunting.

A Realistic Picture.

In the display made in the window of Goodwin's, Limited, Montreal, is one of the most impelling from the standpoint of public interest, and, as will be noted from the accompanying photograph, it is not elaborate. The realistic picture of one of the iron hounds of the sea is one to arouse the patriotic sentiment and the surroundings, a draping of the Union Jack and the Canadian flag is simplicity itself, while the pictures of the King and his field marshals and the Royal family are notes of relief.

It is to the picture itself that special attention is drawn, and as a work of art it is worthy of consideration—and particularly so when it is explained that it is the work of the staff artist of the store, and that it was done under high pressure. If there had been an announcement to the effect that this work was by one of the "modern masters," that it if in fact it was a noted portrayal of modern warfare on the high seas, there would not be many in the crowds which it attracted to the window who would have doubted; there is a note of the modern school of art in the realism which hints of the futuristic idea.

E. Lemieux, who executed the work, is, needless to say, an artist with considerable reputation, and the picture is a very creditable production, considering the fact that the time devoted to it was only a day and a half.

Fur Windows Effective.

But there are not many stores who have men like Mr. Lemieux on the staff, and many other effective showings were made. In a number of fur stores where there were lion skins they were used to good advantage. One window backed by French and British flags had for the central figure a lion rug, with the large head, with open jaws, resting on a pillar and the paws were drawn around to the front. Another had a stuffed animal, with an animated head, which moved up and down, while the jaws opened and closed at the same time, and an electric

light arrangement behind the eyes shot vicious shafts of light.

In other windows, pictures of the King, of the Royal family, of famous generals and chapters from Empire history served for the outstanding features against backgrounds of flags and bunting. Even in displays which were for commercial purposes, and where there was nothing but a jumble of flags of all sizes, formed an attraction for the crowds.

Used Mess Furniture

One of the windows on Montreal's main street, which introduced more than the usual advertising element for a patriotic display, contained specially-designed furniture, rugs, curtains, etc., for the sergeants' mess, Grenadier Guards. Here was shown a big reading table with books upon it, chairs, etc., and the background was formed with a big rug in rich shades of brown, in which the central figure of the design was the royal coat of arms.

The war spirit was introduced by three figures in uniform standing as on guard with rifles grounded and bayonets fixed. These figures wore the dress and service uniforms of the Highlanders and of the Grenadier Guards. In addition, there was a stack of three rifles with bayonets fixed.

CARE OF THE SHOW CASE.

Many glass cases are ruined yearly by lack of proper attention. Small cracks appear, caused by the heat or contact with large, heavy bodies, and if these cracks are not soon attended to they will soon spread. An excellent method to prevent a crack from spreading is to draw a short crack with a glass cutter at right angles with the crack. This will prevent a crack from spreading in every case. Cases should be set perfectly level on the floor, especially the new all-glass variety, which are otherwise certain to warp. The legs of the case should be propped to the required height from the floor to insure their sitting true.

FALL CLOTHING FOR BOYS.

Fall buying in the different lines of boys' clothing indicates the popularity of the Norfolk style coat for this model is being stocked very extensively. With it are worn the bloomer trousers which have been generally popular for some years. In colorings greys seem to be having the popular run.

Overcoats for boys will be generally along mannish lines, the models shown being about knee length with belted back and the roll collar. In materials the boy, like his father, will find many of the models made of soft surfaced cloths of quiet shades covering a wide range but few showing patterns.

Elliott & Scroggie, Sarnia, Ont., will start a dry goods store, occupying the site formerly occupied by Smith & Ash.

Tozer & Brown, Clinton, Ont., dry goods and men's furnishings, have dissolved partnership, W. C. Brown continuing.

Western Window Display of Soft Hats and Caps

This is an attractive and good selling window of the Tom Campbell Hat store, of Edmonton, a description of whose methods appeared in a late issue of The Review. While taken in the Spring, a similar gala appearance could be secured by as lavish a use of Fall foliage. There is an unusual variety in the posing of the hats, assisted by a liberal use of stands. The criss-cross effect in draping at the top is rather striking.

What is a Moratorium? A Live Question Just Now

There is No Moratorium in Canada and None Likely—Government Merely Taking Precautionery Measures to Bring About a Moratorium in Case Future Events Should Make it Necessary.

TECHNICALLY a moratorium is a period during which a debtor has a legal right to delay meeting an obligation. A limited moratorium was proclaimed in Great Britain on the 3rd of August last, but it related only to the postponement of payment of certain bills of exchange. It did not relate to the payment of wages, the payment of grocers' accounts or any ordinary obligation. Much mischief has been done in Canada by reference to the subject, or to the probability of a moratorium being declared in Canada, which has created the impression that debtors are not required to pay their debts. As yet the Canadian Government has not taken power to declare a moratorium. It is proposed to pass an act which will give the Government power to declare a moratorium if the circumstances warrant. It is, however, only a precautionary measure. At the present time there is absolutely no occasion for the declaration of a moratorium. As far as we can learn business is moving satisfactorily in view of the extraordinary conditions that prevail, and the result of a moratorium would only be to make matters worse.

In our opinion the Government has acted very wisely in having legislation prepared which will give it power to handle a panic if the British forces in the field or on the sea should meet with a serious reverse. That difficulty can be met, however, when it arises. At the moment the outlook is extremely bright, not only for the success of British arms, but also for the absence of any further stress and strain on the commercial system in Canada other than already experienced. We append herewith a copy of the Act of the British Parilament which gives the Government power to proclaim a postponement of payment of certain bills of exchange for a limited period and which is usually known as moratorium.

"POSTPONEMENT OF PAYMENT ACT, 1914."

1. His Majesty may by proclamation authorize the postponement of the payment of any bill of exchange or of any negotiable instrument or any other payment in pursuance of any contract to such extent, for such time, and subject to such conditions or other provisions as may be specified in the proclamation.

2. No additional stamp duty shall be payable in respect of any instrument as a consequence of any postponement of payment in pursuance of a proclamation under this act, unless the proclamation otherwise directs.

3. Any such proclamation may be varied, extended or revoked by any subsequent proclamation, and separate proclamations may be made dealing with separate subjects.

4. The proclamation dated the 3rd of August nineteen hundred and fourteen, relating to the postponement of payment of certain bills of exchange is hereby confirmed and shall be deemed to have been made under this act.

BRITISH PROCLAMATION.

Whereas in view of the critical situation in Europe and the financial conditions caused thereby it is expedient that the payment of certain bills of exchange should be postponed as appears in this proclamation. Now, therefore, we have thought it fit by and with the advice of our privy council to issue this our royal proclamation and we do hereby proclaim, direct and ordain as follows:

If on the presentation for payment of a bill of exchange, other than a cheque or bill on demand which has been accepted before the beginning of the fourth day of August, nineteen hundred and fourteen, the acceptor reaccepts the bill by a declaration on the face of the bill in the form set out hereunder, the bill shall for all purposes, including the liability of any drawer or endorser or any other party thereto, be deemed to be due and be payable on a date one calendar month after the date of its origal maturity and to be a bill for the original amount thereof increased by the amount of interest thereon calculated from the date of reacceptance to the new date of payment at the Bank of England rate current on the date of the reacceptance of the bill.

The form of reacceptance requires that across the bill be endorsed the words "Reacceptance under proclamation for £————." Whatever the sum may be.

The Canadian Government propose to pass a law enabling them to declare a moratorium, but if they have recourse to that law, which is a somewhat remote possibility, the proclamation will state specifically to what class of payment it will apply.

Bright Spots

(London Financier and Bullionist, Aug. 4, 1914.)

Presently it may appear that dark as the European situation is, there may be bright spots elsewhere, and these mainly in the far-flung Dominions and Dependencies of the British Empire. They, like the United States, are feeling the shock of Europe's financial stress at the moment, but there seems no reason to apprehend that their ever-expanding activities will be checked. On the contrary, they and America—which is quite outside the sphere of Europe's great war—may positively benefit by the development of their natural resources while the trade and industry of the European Continent are brought to a standstill and the desolation of land areas induce the horrors of famine. The fertile soil of Canada will yield abundantly, and the manifold other sources of wealth in the Dominion will still be available without let or hindrance. Her mines and those of South Africa and Australasia will still be producing. India will continue to yield a surplus of grain for exportation to the United Kingdom, and the Empire's plantation interests will remain in being. Why, then, should the investor in Imperial securities waver in confidence? He is in an enviable position compared with the investor on the Continent, where destruction, not production, is now the law of life. It is true that such Imperial securities as Canadas have had a nasty slump, but why have they fallen? Largely because there has been panicky selling by Continental holders, who have found them easier to realize on than European securities on the eve of a war that means chaos. But Bourse panics in Europe do not affect intrinsic conditions in Greater Britain, where no such calamity impends as now threatens to davastate the Continent. When the situation that has come to pass is seen in true focus, British investors in the oversea Dominions of the Empire may well see cause for thankfulness, and, whatever else may happen as the result of the awful conflict now begun, it is extremely likely that when Continental nations are bled to the white by exhaustion, there may be an unexampled increase in immigration to Greater Britain, where the victims of militarism may find peace, security and prosperity under the all-embracing folds of the British flag.

Ed Gendron, of Gendron Bros., gents' furnishers, Weyburn, Sask., left on Wednesday, July 29, for a month's visit to Toronto and other eastern points.

Knit Goods Situation in the United States

Interesting Survey of Effect of War on Supplies and Manufacturing Industry—Mercerized Hosiery May be Stronger with Silk Uncertain—Dyestuffs Scarce.

IN the United States, separated though it is from direct connection with the war, commercial dependence on Europe has thrown affairs into as uncertain conditions as in Canada. The Textile Manufacturers' Journal discusses the situation as it appeared at the end of the second week of August in certain lines.

In referring to hosiery, it says:

Imports of Hosiery.

It is idle to talk of further increase of hosiery imports as long as conditions in Europe remain as at present. Shipments from Germany are out of the question, and no one can tell how long it will be before it may be possible to secure deliveries on orders which have already been placed. Of course, any new business of an import nature is equally impossible, so that imported hosiery as a factor in this market is practically negligible.

Low prices made by domestic manufacturers and a fortunate turn of demand to silk goods had prevented a serious rise in the tide of foreign hosiery imports prior to the outbreak of the European war. Our hosiery manufacturers had held their prices down to rock bottom, and, value for value, they had beaten what the German market had to offer, but at the cost of profits. It is stated by an authority from Chemnitz that whereas exports to the United States have recorded only a moderate increase in total volume lately, they have been marked by a radical increase in number of individual orders. An American buyer who visits Chemnitz states that this is indicative of less buying by the jobber and more by the retailer. How long the domestic mills could have successfully combatted the foreign will remain an unsolved problem unless the present war is short and decisive.

Silk Hosiery Situation.

In view of the fact that such a large proportion of the domestic business booked for the last few months is either on pure silk hosiery or on plated goods made from artificial silk, the situation with regard to the raw material is an important consideration. While the supply of raw silk is expected to show little effect of the war and shipments are unlikely to be seriously depleted, yet there may be radical disruption in connection with the artificial silk supply. It is claimed that the product in this country is dependent to a degree at least upon certain acids and chemicals obtainable only from Germany, in which case it may be necessary to curtail production or even to intermit it for a certain period. While certain mills, as has been reported in these columns, have taken large contracts on silk hosiery, a portion of which at least must be made from the artificial product, it is not generally believed that their stocks of raw material are heavy enough to admit of these orders being made up without some material additions. Consequently there is a feeling that developments may occur that will make it difficult for silk hosiery manufacturers to fulfil their contract obligations. The possibility in connection with this section of the trade is not regarded as an unmixed evil, for if a scarcity should develop in silk goods the influence upon mercerized lines, which have so long been depressed, might be material. The yarn situation here is also an uncertain problem, for while on the lower grades of yarn there would seem to be a possibility of radical concessions, no one imagines to-day that mercerized yarns are likely to decline to any material extent. It is possible that they will feel the sentimental effect of a general decline in prices, but no material slump is anticipated.

Buyers Have Been Misled.

Some domestic hosiery buyers have believed that the market was to be flooded with low-priced German goods, and this belief had dulled their interest in the domestic product. Such buyers are now in a serious position, and must be satisfied with such domestic goods as they can secure. The lower duty as it now exists was a dangerous menace to the industry, as it rendered the United States a potential market upon which foreign makers might dump quantities of goods when their regular customers failed them, or when American mills found they must raise prices to live. Such a danger is temporarily eliminated. European wars afford domestic hosiery mills the highest protection that they have ever enjoyed.

The Mill Situation.

Generally speaking, the larger mills are in better condition with regard to the coming Spring than is the case with their smaller competitors. This situation also is likely to be accentuated if the scarcity of dyestuffs and other supplies obtainable from abroad should grow more acute. It is natural that the larger customers are likely to receive the best attention from dealers in supplies, and the small manufacturer who is not a regular customer, may suffer proportionately. While it is felt that the majority of mills have more or less stock of dyestuffs upon which they can draw, yet the situation would seem to make it probable that considerable substituting will have to be done, and buyers will probably have to be content with such shades as can be supplied with the material on hand.

Under the title "War's Effects on Textiles," it says:—

"It will be well to remember that, however seriously war may hamper export trade of German and Austrian textile mills, they will be operated by female and child labor to meet a large home and army demand, and that there is an ample supply of similar labor to operate mills in Great Britain, France, Italy, Russia and the few other European textile countries. England and France in particular must exert themselves to hold export trade in manufactured goods and thus furnish sinews of war—money.

"With a large portion of the European demand for British and French textiles effectually cut off it reasonably may be expected that outlets for stock accumulations of manufactured and semi-manufactured goods will be sought elsewhere, particularly in this country, and at sacrifice prices. Every pound and yard of goods dumped here will cut off a similar quantity of domestic manufactures. The dumping may not occur soon, but it must come eventually if the war is protracted.

"Export trade is increasing volume for this country as a result of the handicaps with which other nations are confronted is to be desired and sought for, but it would seem rather visionary to anticipate any immediate results of a revolutionary character, at least until problems connected with transportation and banking are more or less settled.

"Exporters of cloths have for the most part been in the habit of securing practically cash from their foreign customers for such merchandise as they have sent abroad, but if trade is to be built up with South America and other countries on any large scale it would seem as though methods would have to be changed and domestic manufacturers would have to adapt themselves to the practices of erstwhile foreign competitors with which the trade that they seek is familiar."

Coming to White Hose?

That is One of the Possibilities of the Future if War Continues and German Dyes, as Well as European Shipments of Hosiery Are Cut Off.

IF the war continues indefinitely there is the prospect that the trade will be selling the public hosiery made from the uncolored natural products; but if the war is continued that long, it is not likely that people will object to the inconvenience of dispensing with some of the luxuries in wearing apparel. In the meantime with the importation of fine hosiery cut off from Germany there is every reason why the industry should improve on this side of the Atlantic.

There is not only the cutting off of supplies of fine stockings and hose that has to be figured on, for Canada could no doubt get many of her needs filled in Great Britain when trade is resumed, but there is the dye supply to be figured on, and this may, in the event of continued hostilities, prove a very vital matter for the makers of hosiery in this country.

But this is looking far to the future, and although prices are likely to be advanced at once, or in the near future, in view of the fact that supplies promise to be cut off for some time, the fact remains that the wholesalers generally are well stocked with imported goods, and are in a position to satisfy the needs of the trade for some time.

Sent Out 200 Sweater Coats

How an Ontario Manufacturer Got Samples of New Models Into the Hands of the Retail Merchants—Not Many of Them Came Back.

MANUFACTURERS of sweater coats, or for that matter, manufacturers of any line of goods which are subject to change by the introduction of new models and styles, know the big problem of getting these new models to the attention of the retailer for proper consideration. There are so many new things being placed before the merchant that he often will not take the time to discriminate.

Of course the usual campaign is by getting out samples and sending travelers through the territory. But this takes time and there are lines where the changes occur so often that it is not advisable to delay in getting the goods before the public if it can be helped, while, again, it may be advisable to keep the model from the competitive house until ready to sign up orders.

Here is what one Ontario manufacturer of sweater coats did to get a new brushed, cutaway model before the trade. He sent out two hundred of these garments to a carefully selected list of retailers.

He reports that he is altogether satisfied that the experiment was a good one and that it was cheaper than the usual method, considering the results in relation to general business conditions. He considers, too, that where no orders have been received, the fact that the garment is in the store is good advertising and that when a customer is talking of sweater coats and mentions a coat of this kind she is likely to have it shown to her by the salesman even if there are none in stock—and if it makes a favorable impression with the customer an order is likely to follow.

Of the two hundred coats which were sent out not a great many were returned. Some came back unopened, probably because the merchant thought that some mistake had been made; others came back from stores where business is confined pretty much to one house. But the great bulk of them remained in the stores sent to where the manufacturer believes they will do good missionary work in fact, he has evidence of it in the orders and enquiries which have been received up to the present time.

NO PRESSING BILLS.

There is one thing that is outstanding about the sweater coat and that is serviceability. There is no garment which will stand much rougher treatment than a good sweater coat. It can be carried wherever there is room for it, can be crushed or sat on and put on again a moment after, resists dirt and is hard to soil—and can be worn for life without the wearer having to consider paying bills for pressing.

The New Measuring

Sizing by Shoulders to Crotch Instead of Chest Measure Only.

IT may be safely said that men's underwear will not vary from women's along the lines that are applicable to both such as the growing demand and consequent manufacture for light weight. Similarly, colors are losing what popularity they had and Fall purchases and manufacturers plans are made up mostly of white underwear.

The ankle length, short sleeved union suit has not made much headway nor has the ankle length in general. The one outstanding feature of new stocks and one that promises to stay, is the sizing by shoulder to crotch measure in place of chest measure only. There will be two or three chest sizes for every trunk measure so that the long backed man of a chest measure equal to his shorter brother will not be encased in an armor that threatens to split him up the middle.

This is in line with recent changes in this respect as in the case of different lengths of shirt sleeves to suit all lengths of arm irrespective of collar size. The light weight, knee length, short armed union suit with these measurements is the one that will find the largest demand.

Nainsook has been found so popular that it will be a factor in the Fall trade in spite of its light weight or perhaps because of it. It has been found to be an excellent substitute for the more expensive lines. Closed crotches in increasing quantity will also be found in up to date stocks.

BOYS' HEADWEAR.

There has been a prediction that the tendency in boys' headwear for winter has been to get back to the cloth cap, but manufacturers in Canada are not paying much attention to this for the reason that the climate here makes the knitted headpiece very desirable and few boys can get the amount of outdoor exercise they desire during the cold weather if they wear the cap. The same models as have been popular in the last several years are being made again for stock and there is not much field for variety except as to color combinations and different stitches in the knitting.

Something new in a sweater for the boy is being made in this country for the first time. This is buttoned across one shoulder which facilitates getting the garment off and on. It is not new to the retail trade but has been imported in the past.

The Roll Collar for Sport Sweater Coats

In Quebec, Where Winter Sports of all Kinds Flourish, the Comfortable Service Model is the Favorite for Outdoor Athletic Wear—The Coat Adopted by Many Sporting Clubs.

By a Staff Correspondent.

MONTREAL, Aug. 15 (Special).—Canada is a country of Winter sport. There is hardly a town or a village from the Atlantic to the Pacific that has not its skating rink, its curling association and its curling club, and in the eastern provinces there will be found in addition ski-ing and snowshoeing organizations. And there is not a person of either sex who enjoys healthy winter exercise who should be without a sweater coat—in fact there are not very many who are. Looking to the furnishing of sweaters to these organizations is good business, and there are many ways in which orders can be secured by those who go after them—one of the most important of course being to stock garments which will appeal.

It is in the Province of Quebec perhaps more than other provinces that there is found a field for the sweater business. Not only are the people strong for skating, hockey and curling, but the hills and the depth of snow make ideal conditions for snowshoeing, tobogganing and ski-ing, and the people take a very great interest in these sports. In addition there is an important factor in the sweater business in supplying garments to the trappers and lumbermen who spend the Winter in the woods.

For Winter sports wear there is usually found a demand for a warm serviceable garment rather than something after the fancy models, but style is essential and the garment must be a shapely one. Perhaps the most important feature of all is the collar and there are a number of high military and roll styles which have proven very popular.

In the accompanying illustration is shown the style of collar which has been adopted by a number of the largest athletic associations in Montreal, and other cities of the province as well as by several in Ontario. Orders are given in the official colors of the organization and the manufacturers can, of course, turn them out in any color combinations desired. The garment is generally a plain one or of heavy knit material with contrasting colors on the facing, sleeves, pockets and bottom. The women's design is made with a belt at the back which is also in the contrasting color, and a number of the women's curling clubs in Montreal have adopted it officially.

The collar is knit with a soft elastic stitch, and is so made that it clings closely to the shoulder when turned down, giving a very neat appearance. When turned up it sits close on the neck and it can be buttoned at several different heights, each one of which will give a different effect and yet it is always very neat looking. The collar on the models for women is exactly the same, and for cold weather comfort it has become very popular.

ROLL COLLAR SPORTS COAT.

This model has proved a favorite with organizations indulging in Winter sport and has been adopted by many of the prominent hockey, curling, and ski-ing and snowshoeing clubs of Quebec as well as a number in Ontario. The collar is a soft, clinging roll which fits comfortably, either rolled down or around the neck at any of several heights. Shown by Perfectknit Mfg. Co.

THE MACKINAW MODEL.

After all the range of styles, materials and colors which the sweater coat business has seen during the past several seasons it might almost appear that the designers had about exhausted their ideas. But no; next season will again see some distinctly new departures, both with regard to materials and designs. Any detailed idea of what the manufacturers are doing is difficult to give at this time, for, while they have their plans laid in a general way, many of them have not yet actually put out their new designs and until this is done there are such minor details as collars, belts, etc., to be decided. But they have laid their general plans and the interesting features have been pretty well decided upon.

One of the most distinctly new things that at present looms upon the horizon of the 1915 line is a coat of a material heavier than has previously been put into sweater coats. This is not a coarse material, but is firmly knit and has an even surface and very little give. It might best be described as something about midway between the usual knit material and a mackinaw cloth—and the new coat is a concession in favor of the popularity which the latter garment has gained in the past few years. The color combinations will mostly be in checks and there will be a great variety of weaves. One sample has been made in which there are twenty-four color combinations in a single weave.

In cut also this new style sweater coat will take somewhat after the appearance of the mackinaw, the heaviness and firmness of the knit necessitating fuller bodies and sleeves and as the garment is a cold weather one there will be a roll shawl collar and a belt will relieve the looseness of back.

(Continued on page 82.)

MENS CLOTHING AND FURNISHINGS

AUGUST, 1914

A BRIGHTER OUTLOOK

WITH the thought of war uppermost in men's minds, and the peculiarly intimate connection of Canada with the theatre of the grim conflict, the sentimental aspect is apt to control, almost to daze the business man, and prevent a calm outlook upon commercial conditions. Moreover the situation is so unprecedented in the world's history that cool judgment has scarcely anything tangible to operate upon. Gradually however, the first chaotic impression is being resolved into something like definite shape, and the almost magical assertion of financial control has had a wonderful effect in steadying the individual mind. At first we rushed to the conclusion that this continent was condemned to an absolute isolation for months from the workshops of Europe and in many lines the instantaneous stock-taking that ensued was not encouraging. But more lately, with a certain guarantee of safety for the ocean routes to and from Europe and the English Government's guarantee against extortionate rates, the prospect for receiving the balance of shipments of English goods has brightened materially, relieving to some extent anxiety over lines whose duplication on this Continent might be impossible, at least on such short notice. In some special lines of imported goods there will be an extreme scarcity, and prices promise to soar, but the merchant must in these cases study how best to find a suitable substitute. The edict against "substitution" must be suspended during war.

Meanwhile The Review in this issue is presenting a survey of the situation in regard to stocks as it can be sized up at present, and will continue to keep its readers informed on the situation.

"ON TO NEW YORK!"

APART from the excellent and varied program submitted, the third annual convention of the Canadian Window Trimmers' Association was notable for the decision to accept the offer of those in charge of the International Association and meet with them in New York next August. On this account there will be no separate convention held in Canada but the full proceedings in New York will be available for all who belong to the Canadian organization. A wise step, agreed upon unanimously, was taken in the determination to retain the identity of the members as a Canadian body and the business meeting will work out its own policy, as before. Probably the feeling of individuality will be accentuated the more strongly through the influence of the new surroundings and the fraternizing of Canadian members. An effort will be made to induce the international body to meet in Canada in the near future and a strong membership will be sought towards this and other ends. The holding of a separate meeting in this country will depend entirely on assurances of support that may come from the display men of this country. The trip next year will be beneficial in affording an opportunity for broadening the viewpoint of the Canadian men, who appreciate the generous offer extended by the association across the border.

Plans are being worked out for enlarging the membership of the Canadian Association of Display men as the organization will now be called, through the formation of local associations.

FACE THE SITUATION CALMLY.

THE war will extract heavy toll of the world, and Canada will bear a share of the loss. How great or how small this share will be time alone can tell. It may be that the gain from selling supplies to Europe at war prices will serve as compensation for the inevitable loss from other sources. Be this as it may, Canadians must face the stern reality, must prepare to meet the inevitable consequences of a big war.

But, in the name of common sense, let us take things cooly. Let us look at the situation squarely without undue alarm or hysteria. It may be that business in Canada will not feel any serious effects; but if the aftermath of the conflict prove as black as the alarmists are prone to paint it, the greater need will be for cool and courageous handling of the situation. Let courage, coolness and confidence be the watch-words of business.

And as a first indication of a sane outlook, let the business man do his best to curb the very evident tendency toward hysteria that the public is manifesting. The crowd aronud the bulletin board wildly cheering disjointed despatches of more than doubtful authenticity, the frenzied publication of "specials" containing sensational stories, the parading of bands; all these indications of an unsettled public mind are helping to upset conditions and to undermine confidence. It is impossible to prevent excitement during war time; but business interests should strive to keep it within bounds.

The newspapers are doing a lot of harm by their mad scramble to outdo each other in the dissemination of rehashed, unreliable news. The publication of alleged "specials," the loud hawking of papers everywhere, the rush to the bulletin boards, all go to further upset business. There is not a newspaper in the country but what would gladly forego the expense and worry, if it were not for fear that competing papers would outdo them. If publishers cannot reach an agreement to return to methods that smack of sanity at least, then the merchants should step in and use their influence. The hysteria of the press is hurting business for the merchant.

War is a sufficient menace to prosperity. Let us minimize the menace by grappling cooly with the situation.

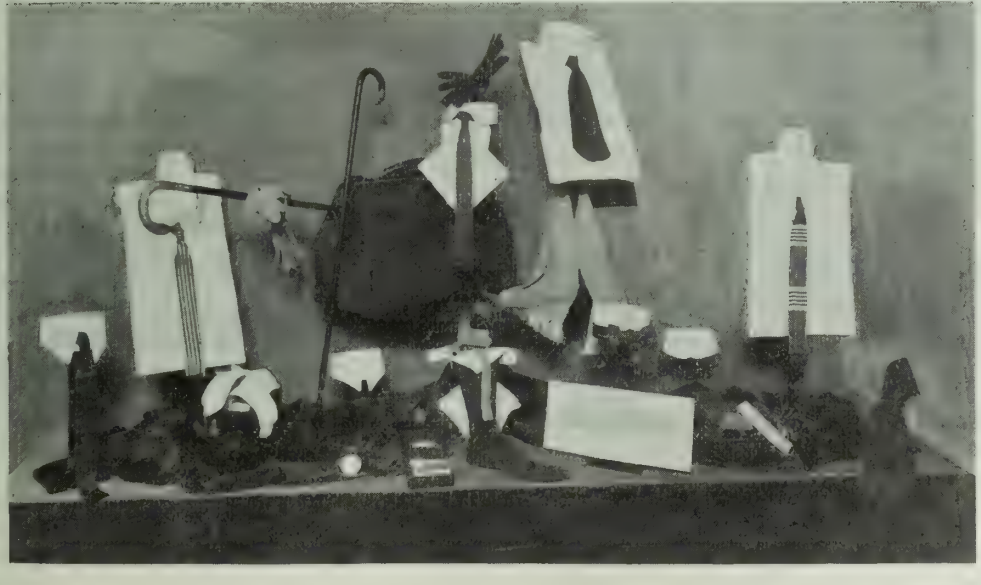
Jobbers Should Guard Their Old Customers

THE war has developed a situation among wholesale houses and jobbers, and even manufacturers, that may result in unfair treatment to many retailers, and may react later to the permanent disadvantage of the supply houses. One or two department stores in the big cities in Canada were caught unprepared at the opening of the war, particularly some of those whose import business is of large proportions. At once realizing the certainty of long delays in receiving European shipments, and the possibility, if not probability, of these being cut off altogether in the case of a few countries, their buyers swooped down on supply houses with offers to clean up everything in sight in many lines of underwear, hosiery, woollens generally, gloves, laces, fancy goods, etc.

A number of these did not yield to the temptation of satisfying a single large order that might not be repeated under improved conditions; but determined to protect their customers. Refusals to sell any goods was the experience of some, while others had their orders cut down one-half, or one-quarter. A few houses allowed their stocks to be cleaned out, however, and now find themselves unable to satisfy the less bulky but equally legitimate demands of the other retailers who have dealt with them for years.

It should hardly be necessary to point out that this is neither fair treatment nor good business. The dependence of the supply houses will rest upon these same retailers, not one or two department stores, that then may be dealing as freely as before with outside countries. The very fact that the other stores felt themselves forced to restrict early buying for Fall has placed them in an unusually unprepared position; but this course was dictated by good sense, and it will be to the permanent advantage of the supply houses to protect them from the worse results of such a predicament. Nor need there be many misgivings as to the necessity for cleaning out stocks at the first offer that comes in. War conditions have taken too firm a foothold of Europe to be dislodged in a few weeks' time, and a policy of small sales to ease along the pressing requirements of the retailer would appear to be dictated not only by suggestions of fairness, but by sound business principles.

Protect the retailer now, and his loyalty will stand you in good stead.



Setting Up a Trim in Workshop Before it Reaches the Window

This is a view of a men's wear trim made by B. Manewell, of the Right House, Hamilton, on a table in his workroom about the size of the window, before it goes in the window. This, he claims, cuts down the time required in the window during which another display might suffer by being taken in. All stands that can be carried easily are trimmed inside the store.

Dispel War Fever and Increase Production

Attitude of Head of Large Department Store in Montreal on Present Situation—No Cause for a Panic or Inflation of Prices —Calm Judgment Required.

Interview by a Staff Correspondent.

THERE was a note of reassurance —a reassurance suggesting the outcome of calm judgment of all the circumstances—outstandingly evident in the opinions which were expressed regarding the war situation by W. H. Goodwin, vice-president and general manager of Goodwin's, Limited, Montreal, in discussing the business outlook with the Dry Goods Review.

Speaking from the standpoint of the executive head of one of the largest retail establishments in the Dominion, Mr. Goodwin saw little reason why there should be any serious change in business conditions as between the retailer and the general public—so far as supplies or prices were concerned. It was his opinion that there would be plenty of goods, and that there would be little change in the prices. There might be shortages in some lines, but they would be replaced by others. Stores were generally in the position of having stocks in hand sufficient to supply the needs of the trade for some months to come, and if the war continued indefinitely he believed the general public would be ready to make adjustments and sacrifices which would cover any shortages—they would soon learn to take what they could get rather than what they might want.

At that he did not think there would be any serious interference with supplies of staple goods. There were, of course, heavy importations from Germany and other continental countries which would be interfered with, and perhaps cut off indefinitely, but these would be duplicated for the most part from other sources. Gloves and hosiery, silks, embroideries, etc., as well as many novelties, were secured in large quantities by the Canadian trade, not to mention the dress goods from Paris, but he failed to see where conditions would not adjust themselves in time.

Of course, Mr. Goodwin saw that there were going to be higher prices in some lines if the people demanded European goods. Silks would be advanced immediately, and there would be price adjustments in other lines as soon as the situation settled sufficiently that merchants could decide where supplies could be secured from new sources—but this did not forecast any general advance in the dry goods trade.

Of course, Mr. Goodwin agreed that much hinged upon the continuance of trade with Britain, but he could see nothing that would indicate that the routes of transportation would be affected seriously. On the other hand, there should be an increased volume of goods available from Britain for the reason that other markets would be cut off, and if England wanted our grain she would not likely send the transports back empty.

No Need for Panic

Shortly before speaking with Mr. Goodwin, the writer had been in the grocery department of the store, where every available clerk was occupying every available foot of space in tying up goods for delivery. So great had been the rush for goods that the grocery department and the storehouses did not hold sufficient stocks, and a section of the china department had been cleared to install additional wrapping tables, and here also were immense stacks of sugar, oatmeal, rice, etc., mounting up to the ceiling.

Reference was made to the rush for foodstuffs. Mr. Goodwin deprecated the attitude of the public in this connection. There was no danger of a food famine, and the tendency was to give an opportunity to raise prices on the part of those seeking to reap a harvest of profits. Immense quantities of food were being sold in his store in meeting the public demand, but in no case the prices were lower than what conditions warranted.

To Live Economically.

Continuing, Mr. Goodwin emphatically expressed the opinion that it would be the best thing for the country if some agitation would be spread which would overcome the war fever and would drive home to the people the duty of the hour to live economically and to increase the production of the country at this time when the Empire is in trouble. He referred to an article on the war he had just been reading, and repeated the sentiment therein expressed, which appealed to him, that the first duty of Canada was to grow grain for the bread basket of the Mother Country, and that by so doing she would be doing more than by raising contingents.

The Government had been offering great encouragement for years to foreigners to come in and settle on the land; why not at this time offer still greater inducements to the people who are in the country to go out and develop the country—to go back to the earth. If the money which was being raised to spend in the war were to be invested in agricultural implements, and these implements set to work in developing the uncultivated territories, there would be more done for Canada and for the Empire than by purchasing machinery of destruction.

PRACTISING ECONOMY. INCREASING PRODUCTION.

If there could be a great agitation pass over this country which would dispel the war fever and turn the attention of the people to greater production and economy, the country would be in a better position to stand the strain.

If the people would increase the yield of wheat throughout they would be doing more for the Empire than by fighting.

There would be greater benefit to the country and the nation if the money being put into warfare were invested in agricultural implements.

The Government should offer greater inducements to Canadians and all in our cities to go to the land at this time than were ever offered to immigrants.—W. H. Goodwin, vice-president and general manager Goodwin's, Limited, Montreal.

CO-OPERATING IN DYESTUFFS.

The dyestuff position is causing a great deal of anxiety across the border. The Journal says:—"The dyestuff situation was thoroughly discussed at a meeting of the National Finishers' Association, held Tuesday of this week at the Waldorf-Astoria. It was the opinion that if dyestuffs available were spread around the supply was sufficient to last for a considerable period, possibly three or four months.

"It is hoped that by eliminating certain solid color fabrics, lessening the demand for samples not used, and by adopting shades most easily made from supplies on hand or available from domestic sources the majority of finishing companies will be able to run fairly well until practically the end of the year.

Face the Situation with Courage and Confidence

¶ In view of the events taking place in Europe, which will constitute an epoch of perhaps unprecedented importance in history, we appeal strongly to all Canadian business men and all who hold securities or investments of any kind, to meet the present situation with calmness and confidence. Our first duty, at any cost, is to aid in Great Britain's sustenance and defence, and our next duty, not less important, is to keep the business of the Dominion moving as normally as possible.

¶ "In the unprecedented and critical situation that exists," says Sir George Paish, in the London Statist, "we would make a special appeal to the patriotism as well as to the interest of the investing public.

¶ "At such a time it is of the greatest importance that everyone should endeavor to act as if great events were not impending. Were confidence seriously disturbed business would come practically to an end, and our ability to face the difficulties that may be in front of us would be seriously impaired. Therefore, it is of vital importance that, as far as possible, the events that are now taking place should not interfere with the daily life and the daily work of the nation. Orders should be given, factories should be run, and everything should be arranged to maintain, as far as possible, the productive power and the income of the country.

¶ "Yet for this to be accomplished the situation must be faced with courage and confidence on the part of everyone. Investors must continue to invest, bankers must continue to lend, the Stock Exchange must continue to deal, and everyone, according to his ability, must endeavor to work hard in order that individual incomes, and therefore the income of the whole nation, may be maintained at the highest possible level

¶ "A little over a century ago, when the nation was at war with Napoleon, its income was a very small one, being less than one-eighth of what it is at present, and in a comparatively short space of time the British people succeeded in raising about £1,000,000,000 of money for war purposes, and so great was their confidence and courage that at the end of the great war, which severely taxed their resources, they were stronger and wealthier than they had been at the beginning."

Why We Get Many Furs From Germany

Russian And Canadian Skins Go To That Country To Be Transformed Into Furs—War May Have Effect of Improving Conditions at Home—No Increase of Prices Looked For—Stocks all in Good Position.

By a Staff Correspondent.

MONTREAL, Aug. 17 (Special). —When the dealer in furs hunts through the government blue books and in the volume which contains the figures of the department of trade and commerce finds that we imported from Germany furs to the value of $1,594,505 in 1912-13, and $626,964 in 1913-14, and from France to the value of $231,139 and $164,311 respectively, and when he reads from the war news that from the former country at least we are to be cut off for months at least—then he might almost begin to wonder where the fur busines is going to.

If he sought reassurance he might consider in the first place that Canada is a fur exporting country and should be able to look after herself in regards to necessities and in the second place he might begin to figure that there are few furs which have Germany as their primary source.

If were in a position to set down here the value of the Canadian furs which are represented in the imports from Germany, and the amount must be very large, we would no doubt give a better complexion to Canada's position in relation to her own resources; and we would also find if the information were all at hand that Russia also supplies a great portion of the furs which are imported from Germany.

Come Back Under Different Names.

It might be said that furs are "made in Germany." They go into the country as skins and they come out as furs. There is all the difference in the world; in color, in the fur—and in the price. Canadian muskrat skins—and there are few real Russian rat skins indeed go to Germany in their natural state and they come back as seal skin. This is only one instance in the trade. There are many other skins which are treated in the same or a similar way.

Bigger Business in Canada

If the war continues and Germany is cut off for a long period there would appear to be bigger possibilities for the fur business in Canada. We may not have the knowledge here which gives the fine results obtained in Germany, but with Germany eliminated in the field of competition there is no reason why there should not be something just as good produced even if the cost is a little more.

Canada in the fur business should be able to look after herself pretty well. We have the coon, the wolf, the fox, the mink, the muskrat, the beaver, the otter, and many other fur-bearing animals. From Russia, largely through Germany, we get the sable and the ermine, the latter of which we can nearly duplicate, and the Persian lamb and astrachan skins. It is the latter which are most likely to be affected by a continuance of the war.

But from any attitude it is looking far to the future to see anything like a shortage or higher prices in the fur business. In fact it is expected that during the next season there will rather be a demand for cheaper furs such as was in evidence last Winter and, with the exception of such staples and seals and Persian lamb, the dealers will be in a position to make better prices.

The trade is on a good footing from the fact that stocks are all prepared for the Winter season and it is not likely that there will be any tendency on the part of the wholesalers to do anything in the way of increasing prices for some time at least.

There has been an exceedingly strong run on wolf and fox, both in blacks and the Isabella shade of brown.

Ermine sets are among the most popular sellers this year and they are being shown in a great variety of designs.

Hudson seal is holding a strong position and is especially good for large pieces. Hudson seal cloaks are particularly good.

Better News

JUST before going to press The Review received a very encouraging statement from the merchandise manager of one of the largest dry goods stores in Canada. This firm has already sent a couple of buyers to England and France, and expects shipments from France and Switzerland to come through in a very few weeks. Merchandise prices will not be advanced on account of scarcity, but only where charges to them in Europe compel an increase in the regular prices.

"Shipments have been coming to us fairly freely for the last ten days, since say August 7 or 8," he said. "We got goods in on the Calgarian, Laurentic, Royal Edward, Olympic and other boats.

Our insurance risks are now down to about 3½ or 4 per cent., and likely to come lower, but in most of the lines coming in now we will not advance prices for all that, and will even pocket the higher exchange rates.

"At first things looked very bad, and we thought we were caught with small stocks in a number of lines, but the prospects are brightening very much For instance we cabled for Nottingham laces. It was four days before we got a reply but the promise given us then was that the goods would be shipped in six days.

"Canadians probably will be hit most in toys, perhaps silks, Swiss embroideries, and lines of German goods. We expect nothing more from these. But in England our information is that the mills will be kept going, although at a little below normal capacity, by women and the older men.

"Yes, the situation is becoming much more cheerful and shipments of goods we expect to come in regularly. We cabled to rush everything over as soon as there was danger of war, and our receiving warehouses are fuller than ever."

What helps dry goods, helps men's wear.

INTERVIEWS.

Head of large fur manufacturers.—"Our furs for Fall and Winter are all manufactured and there will be no scarcity. Supplies of skins are usually bought a year ahead and we have ample up to the first of March. Deliveries to retailers will not suffer in the least."

"As to prices. If the war continues into next year Canadian skins, beaver, mink, muskrat, etc., are likely to drop in price as the European market would be cut off. European furs on the other hand, being difficult to secure, would advance tremendously, such as Persian lamb, Hudson seal, ermine, chinchilla, etc. Indeed, I would not be surprised to see these double in price."

Local manager for fur house.—"Imported fur pieces, such as these sets of mole, will be very scarce as a large proportion of shipments are not yet arrived. None of the repeat orders have been filled at all. Prices also will be higher as a result."

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

•W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Cashmere Soles for Silk Hose

THE poor wearing quality of a large proportion of the "silk" hose placed on the market has set the manufacturers planning a more durable article with the attractive lightness texture and looks of the silk, silk fibre or mercerized lines. One of the results of this is a split foot sock, with a combination of cashmere and silk, the former being on the sole and the less wearing material on the upper part. One firm is installing new machines that will enable them to get out this combination, and they believe it will prove a very attractive line in men's and ladies'.

A variation of this idea is being put out in a line of artificial silk over cashmere, the latter being inserted on the inside of the silk covering on the sole and used also at heels and toe. This novel line comes in black, white and tan, the last in men's only.

Another firm is getting out a new line of silk half hose, in black, tan and white.

Silk and natural camel's hair two-color combination. Shown by R. M. Ballantyne, Limited.

ENGLISH HATS ON HAND.

Hat firm. We sent travelers out last March instead of in April, one month earlier, and we are thus fortunate in having more stock on hand at this time than usually, and our warehouse full. That is, of English goods, which represent 60 per cent. of our sales. The fifteen per cent. of foreign (European) import has not yet come and we do not expect any of it now. This includes the full line of Austrian velours."

This dealer does not anticipate any immediate increase in the price of hats, as the U.S. market is so close, and the facilities there and in Canada are regarded as ample. Just after the war broke out he placed a large order in the States to supplement his own stock on hand to handle new orders.

"What will be your attitude towards Spring business?"

"We have most of our samples on hand, but will take no orders on Belgian, Italian, or Austrian stuff unless we are allowed to substitute."

SALES PERSONALITY.

There is fully as much goods sold on the strength of an attractive personality as on the quality or the price of the articles offered. What causes the customer to buy gasoline when he does not require it, simply because the salesman has said, "Gasoline is going up according to our reports?" The answer is that the customer has confidence in the intelligence and honesty of that clerk. Why do women seek out Mr. Baird in preference to Mr. Masses as the man to wait on them? Because the former is courteous, cheerful and attentive to their wants—in fact has personality. Masses may be a wizard on hardware, but a machine-like automaton cannot sell goods against the live wire, even though he may be the best posted man of the two.

EXPERIENCE THAT IS VALUABLE

"Experience is a good teacher," is considered an important axiom, but of what use is experience if we do not profit by it? Many men are to-day behind counters who have ever so much experience who do not profit much by it. When there is something to be learned, their minds are somewhere else. They do not like it because some comparative newcomer has been pushed ahead of them, but the proprietor or manager sees that the newcomer belongs to the get-ahead class, that he is an apt student of the business, makes what he learns count in the business, and does his work not only faithfully, but intelligently. Experience is of the greatest value to the man who is anxious to learn, but with the indifferent man whose mind, heart and soul are not in his work, experience doesn't amount to much. The thing to do is to learn all one can, and thus qualify for promotion. There is much more demand for "those who know" than for the commonplace men.

REVIVAL OF SWEATERS.

Next year probably will see a revival in trade in sweaters or the "pull-on" coat. Several manufacturers report a much larger demand for these as it has been found by many who favor outdoor life "almost impossible to get along without one." Many of these are being made up in plain cardinal and plain navy.

$100,000 TAX ON STAMPS.

The Massachussetts House has passed a bill imposing a tax of $100,000 a year on companies that issue trading stamps or other coupons in the sale of goods which can be exchanged for premiums. The purpose of the bill is to prevent what retail cigar dealers regard as unfair competition by the United Cigar Stores.

B. Dobensky & Co., Bancroft, Ont., dry goods merchants, are opening a branch at Coe Hill.

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BERESFORD

THE LATEST ADDITION TO THE SUCCESS RANGE.

New Season's style for Summer wear — rather larger tie space, specially suitable for the large tie effect which is the accepted style for men. Made in 2, 2¼.

Ask your wholesaler for this new Success shape—
Made to retail at 2 for 25 cents.

The Canadian Converters Co. Limited
Montreal

Reduce Your Cap Stock

Carry only Cooper "Windless" Three-in-one Caps---reduce stock two-thirds

and at the same time satisfy your patrons with assortments of styles and sizes.

This is the cap that stays right on the head in the stiffest gale.

LIGHTEN YOUR STOCK WITHOUT DEPLETING YOUR ASSORTMENT

How are you going to reduce stock of caps without jeopardizing your assortment and incidentally reducing your sales? Here is the hinge—the Cooper Windless Three-in-one Cap.

Replace your old stock with just a third the quantity of this cap in the various styles of cut and cloth and you will have the solution.

Every cap fits three sizes of heads—there's the reason why.

Merchants visiting the Exhibition are invited to call and look through our range.

You are welcome to make our office your headquarters when in the city. Your parcels, etc., will be taken care of. Our accommodations are at your service.

THE COOPER CAP COMPANY

260 SPADINA AVE. **TORONTO**

MEN'S WEAR REVIEW.

A Fall Opening Display by a Soldier

This window was one of a set entered by E. G. Meadows, formerly of St. Catharines, and later of Edmonton, which won first prize, a gold medal, in the C.W.T.A. annual contest. Mr. Meadows is now with the Seaforth Highlanders in Valcartier Camp.

SEPTEMBER : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

THE QUESTION:

Why is your stock of

FLEET FOOT

SHOES

Like an expert Acrobat?

THE ANSWER:

Because it turns over quickly

LAST month we offered to give a pair of our new *Women's Tango Pumps* to any shoe retailer or clerk in a shoe store who sent us the correct answer before September 1st.

As a result, we are working overtime sending out quantities of complimentary pairs of these dainty shoes. Now we ask:

When is Your Birthday?

If you are a proprietor of a shoe store, don't overlook the circular and card enclosed in the September issue of FOOT PRINTS. It is interesting. If you do not get FOOT PRINTS regularly, send us your name and address, and we will be glad to send it to you every month with our compliments.

Canadian Consolidated Rubber Co.
Limited
MONTREAL, P.Q.
28 "SERVICE" BRANCHES THROUGHOUT CANADA

Four Good Reasons Why You Should "Push"

"CEETEE"

ALL WOOL UNDERCLOTHING PURE WOOL

Guaranteed Unshrinkable

It Is Particularly Economical.

At this time careful buying is the rule—your customers must be impressed with the importance of buying a garment which will give the longest wear, coupled with better comfort and fit. Although the first cost may be slightly greater, it is more economical in the end.

It Will Satisfy Your Customers Used to Imported "Wear."

British and Imported goods will be difficult to secure—you have an unparalleled opportunity to introduce a Canadian garment to them that **you are sure, beforehand,** is as good, or even better than imported.

There Is No Advance in Price.

Although many lines of goods have announced a rise in price, we are glad to say that as yet we have no contemplation of an advance.

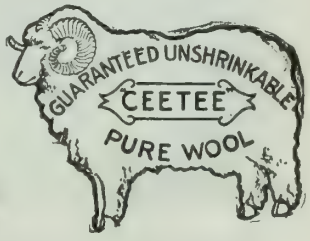
Supporting Canadian Products Will Bring Quicker Profits and Prosperity.

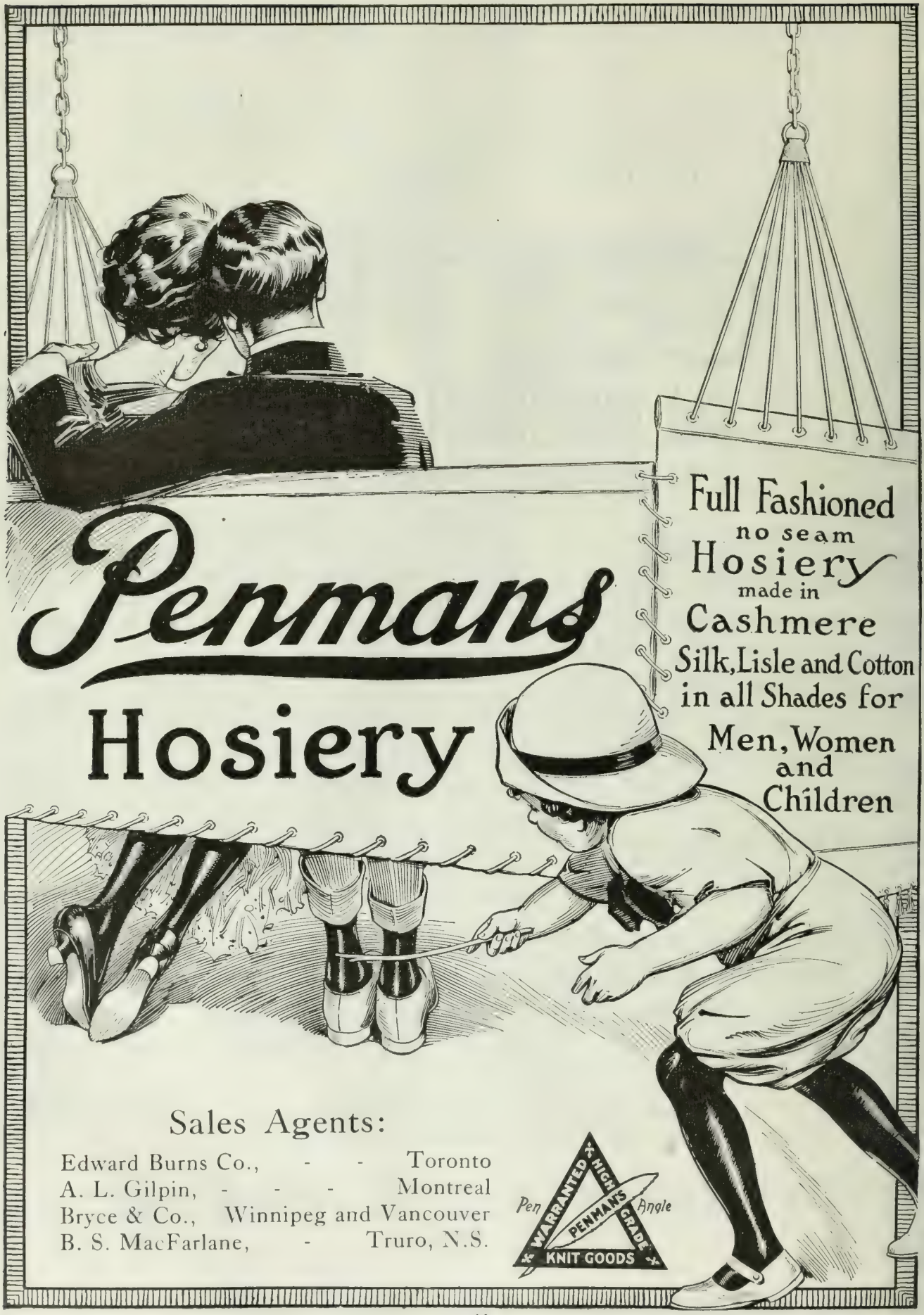
We need money in Canada, and the more we support home industries and take advantage of this wonderful chance to develop—the quicker will come relief from the present strain and the greater will be the ultimate profit.

Made in Canada — by British labor — and from British (Australian) wool, only.

The C. Turnbull Co. of Galt, Limited

GALT, ONTARIO

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It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

This mark stamped on the back of the cloth in

Overalls, Jumpers, Shirts, etc.

is the bond we give the dealer and his customers that the material is the *genuine* STIFEL INDIGO, the world's standard for over 75 years.

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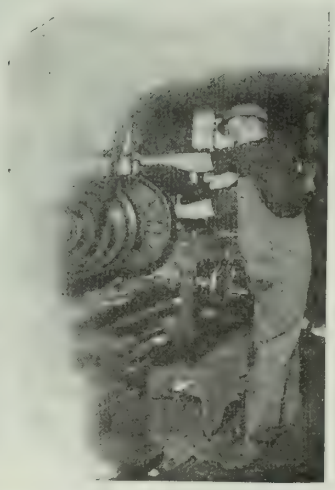


It's a patch and it's there for good

It doubles the value of the glove

You can safely guarantee every glove bearing this reinforcement . . . .

and the Carhartt abel.

THE Carhartt union-made gloves stand between you and your patrons with a full guarantee of satisfaction, a full measure of profit.

Built on the lines that stand for hard wear, these gloves maintain the Carhartt reputation for working men's requisites — gloves and overalls of more than ordinary value.

We offer you a proposition whereby you may have on approval, for sixty days, a trial assortment of Overall Uniforms and Gloves. If they sell, or you decide to keep any or all of them, you pay for what you keep. If you decide to return them, you may do so at our expense.

The exclusive agency is for only one store in a town. Send for trial shipment.

Hamilton Carhartt Mfr., Limited

TORONTO DETROIT

MEN'S WEAR REVIEW.

SEPTEMBER, 1914

No War Advance in Prices of Clothing for Spring

Canadian Manufacturers Appear to Have Decided Against the Advisability of Raising Prices in Spite of Increased "Landing" Charges—Trimmings Are Up—May Be Shortage in Many Lines.

FROM present indications manufacturers of ready-made clothing will make no advances when their travelers go out on the road in a few days to solicit orders for Spring. This does not mean that there will be no reason for an advance, but that it is not in the best interests of business to bring one into effect. It is well known that many retailers are still pretty well stocked up from the past season and the manufac,turer is disposed not to put a damper on orders by raising prices, but will absorb any extra costs himself. ("But it is not at all certain that there will be any," a partner in one of the largest factories in Canada told The Review. "It is wonderful how much 'speeding up' workmen will do at a time like this and the average amount of work done by everybody is likely to be increased.

Up 4 Per Cent.

"At the present time we are paying for exchange at 4.95 or an increase of about 2 per cent., and for insurance, etc., another 2 per cent. or ,an advance of at least 4 per cent. However, not all are paying anything extra for exchange, so that this amount is not universal.

"There has been no increase so far in British goods, but some Canadian mills have advanced as much as 30 per cent. The reason for this was the scarcity of wool. But as every one else was in the same fix, people had to pay the advance if they wanted the goods."

Some English Mills May Close.

"What is the prospect for English shipments and prices?"

"Up to the present English goods have been coming in very freely and all our orders have been filled. But with the Continental markets, Germany, Austria, France, Russia, etc., closed to English mills, it is only a question of time until many of these must close down, once they get their orders filled, and there is not enough in Canada to keep many going. That will be the big difficulty. Canadian mills at the present time do not supply more than 25 to 30 per cent. of the goods made up in this country. Their output will be increased greatly in the near future, but they have neither the number of skilled workmen nor are the mills big enough to take care of all we need. That is the present uncertain outlook. The United States is hardly a possible source of supply owing to the heavy duty, a double one, of course, incoming and outgoing.

HOW CLOTHIER PAYS BILLS.

"How are you paying your English accounts?" inquired The Review of the head of a large clothing manufacturing firm. "What do you do about the high exchange rate?"

"It has not affected us on many bills so far," was the reply. "We paid up some small accounts at the high rate of exchange, but in the case of big amounts, $10,000 say, we asked English firms to allow us to deposit the money in banks to their credit. We did this at the old par, $4.86, but if they wished to draw out this money, it is quite possible we would be expected to meet the additional cost. No case like that has arisen yet. Exchange is coming down, however. And the last quotation to us was $4.95."

Men Drawn Off For War.

Another authority, a buyer of large experience in men's clothing stated his opinion that prices would not be advanced for some time at least. While shipments for Fall were mostly in, he felt that the English mills through lack of men would not be able to keep going, as there would be heavy drafts of men for the army from the industrial centres. Moreover, he agreed, the cutting off of Continental demands would cause some English mills to close.

The situation in men's wear in many directions is not as favorable as in most dry goods lines. Kid gloves are certain to be short, and hats may be in a similar position. Shirtings, owing to lack of dyes, will at least be less varied, and silks will be lacking for many lines of ties.

Get Good Choice Now.

It would seem best, under present conditions, therefore, for the retailer in men's wear to make arrangements for a fair stock of goods, he thinks will be safe. The whole situation leads one to the conclusion that styles will not count so much in merchandising as in former years, that many of the old favorites will be out of the market, and in any case, high prices will not be paid for novelty lines like the last couple of years. This, it may be argued by some, should permit of the merchant hanging back and buying goods as he needs them, and so avoiding all risks. But, on the other hand, the choice at present is far more varied than it will be later on, and the limited selection before you in a month or two may not, at all, be after the taste of your customers.

SCARCITY OF SILK FOR TIES.

Austria and Switzerland, the previous sources of supply for many of the silks, having been cut off, it begins to look as though this country must look elsewhere for its Spring stocks. In fact, some manufacturers may require to do so for the Christmas trade. The size of the stocks of the big manufacturers naturally varies to some extent but enough of them have ample stocks on hand to care for Fall and Christmas business, so that the trade as a whole should not suffer. Those who were waiting on European shipments have given up all hope of receipt of these and are planning on a new source of supply.

How British Drapers View the War Situation

Discussing the Payment of German Accounts—Delayed, but not Cancelled—How the Moratorium Works—Chances for British Manufacturers Supplying Goods Now Imported—Urging People to Keep Business Moving.

THE recent decision of a Canadian magistrate that a German creditor has no legal standing now in Canada, and,therefore, cannot sue in a Canadian court for a payment of a debt, raises an interesting side issue of the war.

This question is being raised in England, and, naturally, is a much more live one than in Canada owing to more direct connections. An opinion is given in the current issue of The Draper's Record by an eminent lawyer.

"Not a few traders," he writes, "have the idea that any creditor who happens to have a German or Austrian sounding name is beyond the pale of the law for all intents and purposes."

He uses the word "duties" instead of "rights," "as no Englishman would desire to take advantage of technical points to delay payment of his just debts and liabilities even to his enemies. The sense of British commercial honor is not likely to be soiled in this generation, whatever may be the provocative on the other side."

Paying Debts to Enemies.

International law "tends to confine actual hostilities to the executant belligerent forces of each country, and the property of peaceful alien enemies cannot be seized. How then does the question of non-payment of debts to alien enemies arise? The refusal to pay debts is based on the doctrine that it is treasonable to do anything whereby the resources of the country at war with us can be in any way sustained, replenished or assisted. He quotes 'Lindley on Partnerships' to the effect that when two countries are at war the subjects of one are incapable of entering into any valid contract with the subjects of the other, 'and all remedies available for the one against the other in respect to transactions before the war are suspended.' He makes it clear, however, that the question as to whether a person is or is not to be considered as an enemy depends not as to whether there is war between this country and his native land, but upon whether there is war between this country and the country in which he is voluntarily resident. . . . Therefore, if a foreigner comes over here, enters into partnership here, and dwells here, and then war breaks out,' his rights will not be affected as a partner any more than if he were an Englishman. Lindley adds, on the other hand, that an Englishman, being a partner in an English firm, who may reside or carry on business in a country at war with England, "is for all purposes an alien enemy quite as much as if he were the subject of an enemy's country."

Place of Business, Not Birth.

Thus it is the place of business and not of birth that controls the legality or otherwise of the business. "If an Englishman be carrying on a foreign business—if birth be the controlling point—he would, in fact, by receiving payment, be replenishing and sustaining a hostile country much more effectively than an alien enemy residing and spending his money here."

"If I am right, therefore, the main question is comparatively easy to decide on the preceding lines, but the next practical difficulty is where goods are supplied through or paid for through agents here who are English.

"I am inclined to think that the same test applies—viz., if the goods are invoiced by the English firm residing and carrying on business here under circumstances that the English firm be the recognized creditor, and no foreign principal be disclosed, and that the invoicing party would be entitled to receive or enforce payment, and that there is no proper reason (apart from the moratorium) for withholding satisfaction. If, however, the English firm receive payment, it would be guilty of gross treason if it remit the proceeds to the hostile country.

Must Pay After Peace

"On the other hand, if the debtor should have the goods invoiced to him under circumstances which make it apparent that the real creditor is the foreign firm, the agent for the foreign principal can be in no better position than his principal, and payment ought to be suspended.

"Your readers will also notice that the word used by Lindley is 'suspended,' not abrogated, and, therefore, on conclusion of peace the original rights of payment will revive. Money held over must not, without some order of the superior authority, be regarded as absolutely seized for the benefit of the individual."

How Moratorium Works Out.

The working out of the moratorium in England is thus explained as regards trade discounts:

This at first allowed one month's delay in the settlement of accounts, to September 4, but was then extended another month. Anyone who avails himself of the moratorium must pay 6 per cent for the privilege. Take an account of £100 payable in four months, but subject to 3½ per cent. discount if paid by August 4, 3 per cent. if paid by September 4, and so on. Many have been under the impression that if this account had been paid on September 4 it would, owing to the moratorium, be subject to a discount of 3½ per cent., as though paid on August 4. This is not the case. It would be subject to a discount of 3 per cent. only, as the question of trade discounts is not changed by the moratorium, which applies only to amounts due net.

PATRIOTIC NECKWEAR.

To meet the patriotic spirit which was generally displayed throughout the country with the progress of the war and the greater and greater prominence given to the position of Great Britain in the conflict, badges, buttons, etc., displaying the colors of the Empire and France are being worn and in short order progressive men's stores have displayed neckwear in which the red, white and blue is made use of. There are scarfs in which the colors come in very broad stripes, and knitted ties with narrow bands running crosswise. For these neckwear novelties there is a good demand and they certainly make an appropriate showing.

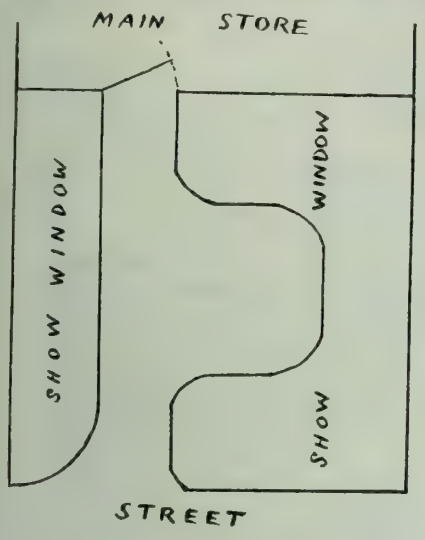
NEGLIGENCE IN TRANSIT.

Where goods have been badly damaged through negligence in transit so as to render them unmerchantable the consignee can either refuse to receive them and hold the carrier for their full value, or receive them and hold the carrier for the difference in value caused by their bad condition. It is the duty of the carrier not only to transport the goods, but to deliver them or offer to deliver them to the consignee.

A. Beck, Ridgetown, clothier, has purchased the store in which he has been doing business for some years.

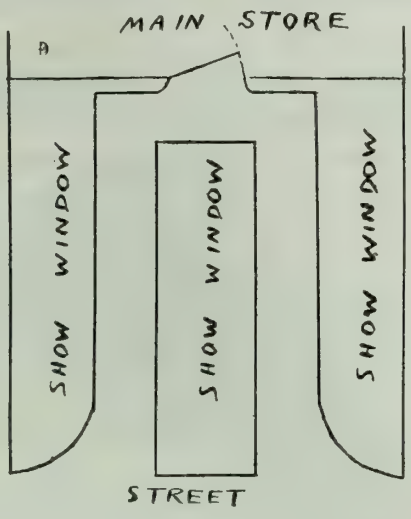
James McFarlane, who for a number of years was in the tailoring business with P. Bellinger, Toronto, died recently at the age of 53.

A Suggested Improvement in Arranging Window Display



SKETCH NO. 1.

The window display arrangement of the Vassar Store, Montreal, giving a glass surface of 56 feet on a 16-foot frontage. Continuous glass surface permitted by suspending the whole from above. Narrow display to the left, is reported to be the strong selling force. The "horseshoe" opening however, is regarded as a weakness.



SKETCH NO. 2.

Ideal arrangement of window displays for a 16-foot frontage in the opinion of T. R. Gaines, manager of the Vassar store, Montreal. Note the shallow space behind the glass. In this scheme something like 75 feet of display surface is obtained.

Fifty-Six Feet Display on Sixteen Foot Front

Arrangement of Windows at the Vassar Store, Montreal, Which Are Suspended from Above by a Unique Arrangement of Rods —What Experience Has Taught the Manager of This Establishment—A Suggested Improvement Over Present Plan.

By a Staff Correspondent.

THE higher the rental which the retail merchant is paying for his establishment the more important becomes the problem of getting the worth out of the window display. If the business man will stop for a moment and compare the rental which he is paying with the charges which would be placed on the same sized property on a back street he will begin to appreciate the significance of what he is paying for his window space. It is not the depth of the property, but the frontage which accounts for the price—the expense of the window display is not in its depth, but in its width. If by an arrangement of glass and the use of depth the display can be increased it is good business, and a study of many of the modern windows on narrow fronts in the large cities is a striking illustration of the fact.

The Vassar ladies' and children's ready-to-wear establishment in Montreal is located on St. Catherine Street, where the rentals are as high as any place in the Dominion. It is a store with plenty of depth, and there is a wing at the rear extending behind other retail stores which greatly increases the floor space in comparison with the frontage, which is only sixteen feet.

Here was faced the problem of making every possible use of a very narrow frontage, where depth was not of great importance. The result was that in the arrangement of the windows it was decided to make the depth of the display equal to the width.

The manner in which the space was utilized is shown in the first sketch. It will be noted that there is a narrow entrance from the street at one side, and that the door is directly opposite. On the left is a long narrow window, while the main portion of the space is arranged somewhat after the shape of a horse shoe.

Suspended From Above.

What strikes one as interesting about this larger window is the fact that it is all glass throughout. There are no supports of any kind visible. The explanation is in the unusual fact that instead of the window being supported from below it is suspended from above. The additional advantage in this, besides the elimination of supports, is that there is absolutely no danger of the glass being broken by the settling of the building, which would be very likely to happen under ordinary circumstances where there is so much glass utilized.

The suspension is effected by iron rods, which are attached to steel girders, and these girders are supported by the side walls of the store. The window does not extend upward to the ceiling of the store, and the space is not altogether wasted from a practical standpoint, for there is a small office located above it. In the false "roof" of the window there is a skylight, by which arrangement additional light from the street is permitted to shine into the central portions of the display below.

Weaknesses of This Arrangement.

The arrangement of the window in this instance is not specially to be recommended, although it has the advantage of giving a display glass surface of 56 feet, as compared with the 16 feet frontage. The weakness is in the horseshoe opening, through which it is not necessary to pass on entering the store. It is a sort of whirlpool, with the main flow going past.

Getting a Better Effect.

T. R. Gaines, the manager of the Vassar store, has made a considerable study of the effects of his window displays, and his views on the subject of making use of the narrow front are valuable.

If the front of the Vassar store is ever rearranged Mr. Gaines gives his assurance that there will be a different scheme followed. In the first place, he has found that it is the long narrow window on the left which has been the selling force in his store front. Noting the goods out of the display which are asked for by the customers of the store has shown this conclusively.

Working from this point, then, Mr. Gaines states that his idea of a window arrangement for a narrow front and using the same space would be as in sketch No. 2. Here it will be at once

(Continued on page 50.)

Government Report on Changes Due to War

Commodities That Cannot be Obtained From Countries Involved —Place of Germany and Austria in Supplying Goods to Canadian Merchants—Ties, Hats, Shirts, Knit Goods, Etc.

THE Department of Trade and Commerce, with commendable enterprise, has issued a report on trade conditions arising out of the war, with the object largely of directing the radical changes involved in the breaking off of all commercial relations with Austria and Germany. Strong encouragement is held out of the possibility of Canadian manufacturers securing the trade which formerly went to foreign countries.

The report reads in part:

It is now possible to give a more detailed examination of the opportunities hereby presented for the extension of Canadian trade. The commodities enumerated herewith can no longer be obtained from these countries on account of the stoppage of their export trade, due to the war. Canada must henceforth, therefore, obtain these goods elsewhere. This presents two possibilities for increased trade in other directions:—

(1) Canadians may themselves make up a part of the deficiency thus created by increased production at home.

(2) Other countries, including the United Kingdom and other parts of the Empire, are given the opportunity of increasing their sales to Canada.

An examination into the kind of commodities comprised in Germany's exports to Canada will indicate in how great a measure each of these two prospects may be fulfilled.

Imports From Germany Into Canada.

Last year Germany's trade with Canada outstripped that of France with the Dominion, and as a result she ranked third among the countries with which Canada carries on trade, coming after the United States and the United Kingdom. In the year ending March 31, 1914, Canada imported from Germany goods worth $14,686,069, and she exported to Germany goods to the value of $4,433,736, thus giving a total trade with Germany of the value of $19,119,806. Of the total amount of goods imported from Germany, $11,176,198 worth was subject to duty, the remaining $3,509,871 worth being admitted free. It is thus seen that Germany up to the outbreak of the present war had obtained a material foothold in the Canadian market, which will be lost during the progress of the war. The deficiency thus created presents, therefore, an exceptional opportunity for the Canadian producer to supply to a larger extent than in the past the requirements of his home market. The significance of this opportunity can be best gained by inquiring of what this great body of Germany's exports to Canada consists.

Kinds of Merchandise Imported.

But a small proportion of Canada's purchases from Germany consist of raw materials or foodstuffs, the great bulk being comprised of finished manufactured products. It is this fact which causes Germany's trade with Canada to be considered such a lucrative one. For the most part Germany has been sending to Canada in the past considerable quantities of iron and steel goods, such as tubing, steel tires, cutlery, machinery, wire, etc., also a great variety of hardware, lamps, clocks, jewelry, electrical apparatus, scientific instruments, musical instruments, earthenware and glassware. All kinds of dry goods, cotton and woolen goods, hosiery, gloves, fancy goods, toys, dolls, buttons, combs, etc., have also been purchased. Drugs, chemicals, paper, paints, furs, tobacco and sugar and molasses also account for a large share of the imports into Canada from Germany. German manufacturers have established a reputation for careful and thorough workmanship and they excel in anything requiring minute execution and exactness of finish. If Canadian manufacturers, however, carefully study the situation and adapt themselves accordingly they

PUTTING OUR FAITH INTO PRACTICE.

As soon as the first shock of the European war was over, manufacturers and merchants in United States began to ask themselves: "Is it a WORLD calamity? Cannot WE get something in the way of benefit to make up in part for the trouble it will cause?"

This is a question the people of Canada might well ask themselves.

The people of the United States are awake already to the fact that many of the necessities of life—yea, and luxuries—that were formerly supplied by Continental Europe must now be produced in the factories of United States.

Already there are indications that the war spells almost feverish activity in many lines of business in United States.

This is a time for the manufacturers of Canada to buckle down to work and make and sell right here at home many of the things the people of Canada have formerly imported from Continental Europe.

And the manufacturers of Canada can count upon the people of Canada to respond to their efforts in this direction. Canadian patriotism is on fire; Canadians never realized until now how deeply they believe in themselves—how strong is their faith in England, in the Empire, in Canada.

Now is the time for Canadians to APPLY that abiding faith—to carry it into the BUSINESS of life.

This much is certain: Most of what we eat and wear and use for months to come—perhaps for years—must be produced on this Continent of North America.

Many Canadian manufacturers—already awake to their opportunity—are arranging to get machinery in motion to supply Canadians with those articles they have formerly imported—the dresses and millinery and perfumes from France; the silverware, enamelware, and hosiery and countless other things from Germany; the parasols from Austria; the laces and watches from Switzerland.

Soon Canadian manufacturers will begin to tell the people of Canada that THEY—our own manufacturers—have these things for them; soon the merchants of Canada will announce that they are well stocked with these goods—of home manufacture. These announcements will come to the people of Canada in the form of advertisements in the newspapers. Watch for these advertisements and when they appear read them and respond to them. It is a duty the people of Canada owe to their country, their industries, and themselves.

IMPORTANT TO MANUFACTURERS.

If you are in doubt about how to word your announcement, or if you with advice of any kind, get in touch with the business manager of Dry Goods Review.

Best and Most Original Background at Chicago Convention

This was the work of T. G. Duey, of Grand Rapids, Michigan, and combines lines of simplicity and beauty.

ought to be in a position to supply a considerable quantity of what was up to the outbreak of the war formerly supplied by Germany. It might, therefore, be well to consider at somewhat greater length those commodities, by the supplying of which it is thought Canadians have a chance to gain through the check given to Germany's trade by the war.

Dry Goods, Textiles, Etc.

A reference to the table, appended below, of the imports into Canada from Germany will show that a large proportion of these imports is made up of merchandise usually classified under the head of textiles. Thus from the figures for 1913-14 we find the following:—

Wool and manufactures of....	$1,004,964
Cotton and manufactures of..	899,728
Silk and manufactures of....	255,808
Flax, hemp, jute and mfrs of..	70,385
Total	$2,230,886

The great bulk of this total is comprised of manufactured goods, the amount of raw wool, cotton, flax, etc., imported from Germany being not inconsiderable.

Hosiery.

Socks and stockings go up to make a large part of the above total. Canadians last year purchased from Germany socks and stockings of cotton to the value of $400,740; of wool to the value of $55,820; and of silk to the value of $47,316. A total imports of socks and stockings from Germany of the value of $503,876.

Woolen Goods.

Woolen fabrics worth $326,680 were imported into Canada last year from Germany. There was also imported outside garments of wool to the value of $101.299; woolen knitted goods worth $98,399; and woolen carpets worth $69,827. Purchases of German woolen goods have, therefore, been of considerable amount in the past, and now that this source of supply has been cut off an opportunity would seem to be presented for the extension of the Canadian woolen industry, the annual product of which amounts to nearly $5,750,000.

Cottons.

Turning next to cotton goods, the Canadian manufacturers of which produce some $24,500,000 worth of goods each year, we find that Germany last year sent to Canada cotton fabrics worth $140,241; lace to the value of $107,822; sheets, bed quilts, etc., of cotton to the value of $31,717, and cotton spool thread to the value of $25,027.

Other textile goods imported from Germany last year included silk fabrics of a value of $153,756, and linen goods worth $35,876.

Furs, Hides and Skins.

Germany sends every year to Canada a large amount of furs and fur goods. In 1913-14 this amounted in value to $667,267. Over two-thirds of this amount however, consisted of undressed furs and was admitted free of duty. The imports from Germany of hides and skins other than furs amounted in the same year to $176,641.

Gloves and Mitts.

Gloves and mitts are an item of Canada's imports from Germany that has of late years shown substantial increases, and in 1913-14 amounted in value to $385,843. The war will have the effect of completely cutting off these imports of gloves and mitts; herein, therefore, it would seem is an opportunity for the Canadian producer. In 1910 there were thirty-five manufacturers of gloves and mittens in Canada, and they produced an annual product worth nearly $3,000,000.

Fancy Goods.

The total value of Canada's imports of fancy goods last year amounted to $4.879,431, and of this total Germany supplied $1,139,993. Of this amount, however, $581,009 worth, or over one-half, consisted of toys and dolls. Canadians derived over half of their supplies of toys and dolls for that year from Germany. During the progress of the war, however, they must seek elsewhere for their supplies of these articles. Other items imported from Germany under the head of fancy goods included lace and lace collars, valued at $156,100; hat trimmings, $121,033; fancy cases, $81,066; and braids, bracelets, cords, etc., $76,768 in value.

Two other large items in Canada's imports from Germany consist of buttons and of combs; of the former, $86,791 worth, and of the latter, $60,531, were imported during 1913-14.

Prospects for Increased Interimperial Trade.

Some of the articles in the list of Germany's exports to Canada are of such a nature that Canadian producers cannot hope to make up the deficiency created by the stoppage of Germany's supplies. In these cases, however, there is an opportunity for other countries to increase their exports to Canada, and it is possible that this may have the reciprocal effect of increasing the demand in these countries for Canadian goods. It is to be hoped, moreover, that this may result also in an increase of trade between the different parts of the Empire. In the first place the opportunity is given to producers in the United Kingdom and other parts of the Empire to increase their sales to Canada. Thus assuming that Great Britain retains the command of the seas, United Kingdom manufacturers should send to Canada an increased quantity of cotton and woolen goods, hosiery, gloves, etc., also iron and steel goods, hardware, cutlery, etc., in those quantities and kinds formerly supplied by Germany and which cannot be as advantageously made in Canada.

The West Indies and other parts of the Empire also should benefit by the cessation of the import of sugar and molasses into Canada from Germany.

Second Storey Clothing Store Saves $16,000 Rent

Remarkable Development of Retail Establishment in Montreal Which Dodges Big Rents, Sells for Cash, and Gives Sample Suits at Close Prices—Shoe, Hat and Other Clothing Stores Follow the Lead—Is This a Solution of the Rent Problem?

By a Staff Correspondent.

THE proprietor of Robinson's clothing shop is a second-storey operator—and he is the gainer to the extent of $16,000 a year, he figures, by this means. But Mr. Robinson is not a "second storey" man in the detective novel sense, or an up-to-date Raffles; he is a business man who has shown in a most conclusive way that it is not necessary to have a ground floor location to sell men's clothing. What is more, he claims the distinction of not only being the first second-storey clothing man in Canada, but to have been the originator of the idea on the continent. Further, his success has led others in Montreal to follow his example and shoes and hats can be secured in premises adjoining his own in establishments conducted by other furnishers while only recently an opposition clothing house was opened on the second floor of a new building across the street.

Robinson's clothing store is located on one of the most important retail business corners in Canada—the intersection of St. Catherine and Peel streets in Montreal. Mr. Robinson submits figures to show that if he had the same premises on the street level that he has on the second floor, he would have to pay a higher rental by $16,000 a year than he does.

UP TO DODGE RENTS.

The Robinson store is on the corner—note the sign—occupying with a shoe store the whole of the Peel Street side of the building. The hat shop may be seen in the foreground, and the Allan clothing store on the other side of the thoroughfare—Picture taken from St. Catherine Street.

Take Elevator and Save $10.

"Take the elevator and save ten" is the slogan of the store, while another motto is also catchy: "The store that took the x out of expense." As the result of his saving in rent and other reductions in operating expenses which he is able to effect on the second floor, Mr. Robinson advertises a $15 suit or overcoat—practically everything is sold at this price. His strongest advertising point is value, and he claims that there is not a garment in his store worth under $25. They are for the most part samples in which he is able to get good value by buying for cash and then selling for cash only. But more about methods later; let us for the present go back and get the history of the development of the second-storey clothing idea in Canada, for to-day besides a number of establishments in Montreal, the movement is spreading to other cities.

Started in Back Room.

"I came to Montreal from New York about three years ago as travelling representative for ———— clothing," said Mr. Robinson to The Review. "I found after I had been through the territory several times that it did not take all my time, and so decided to establish myself in a side line.

"I tried out my experiment in a back room—on the second floor—in the Alexander building, St. Catherine Street. There were no windows; there was no sign and no room for a display of any kind. The room was about 15 by 15 and the rent was $20 a month.

"Working on the idea simply that people appreciate goods for the money, we sold suits and overcoats for $15. There were days in the first three months that we sold nothing; sometimes several days saw no sales. We did no advertising at that time and simply worked on the claim that we could save ten dollars on a suit.

"I was told that the people would not come upstairs in this country; that the idea might be all right in the States but that Canadian people were different. My faith was in the fact that people the world over are all the same: that if a man can save ten dollars on a suit of clothes it will not take long for others to find it out. I got the younger fellows coming to my store and one told the other.

Takes New Premises.

"Five months after opening I found that there was too much business in my back room. On September 13th of last year. I moved to this corner. Coming to these premises I figured it was the best retail location in the city. The store was arranged to my satisfaction. Here we had eight hundred square feet.

"By advertising and more aggressive methods (backed up always by the claim of saving ten dollars), business grew, until on February 1st of this year, the premises were extended to take in 2,000 square feet, and entirely new fittings were installed.

A Revelation in Fixtures.

In equipment the Robinson store stands in many respects unique. The idea of the whole arrangement and the whole policy of the store is good effect

(Continued on page 66.)

DEACON SHIRTS

For SPRING 1915

for

MEN *and* BOYS

Outing Shirts
Working Shirts

Boys' Shirtwaists
Pyjamas
Night Robes

When our traveller calls on you some day in the near future be sure to go through our samples. Compare the style, prices and materials with other makes. We make a Shirt for every purpose.

Let us serve you with your immediate needs.

Samples sent on request.

The Deacon Shirt Co.

BELLEVILLE, ONT.

—they're reinforced at the weak points

These stylish, sturdy boys' clothes are made to withstand the wear and tear which every active Canadian youth gives. This is made possible only by the double elbows, knees and seat, which is a part of every Lion Brand suit.

Get in a stock of Lion Brand Clothes. The reinforcement of the usual weak spots is sure to please the practical parent, and the stylish cut of each suit will instantly appeal to the boy. Get the agency for your town.

The Jackson Mfg. Company
CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

With School Open

and neat, dressy, strong pants needed for the boys of your town, you should lay your plans to cash-in on a good, profitable business with

Poole's Paragon Pants

These pants are made in all styles—bloomers and knickers in tweeds, serges and worsteds. Every detail in their construction is given careful attention to ensure long wear and to keep them up to their standard of excellent value.

"Poole's Paragon Pants Please" both boys and parents. **Send for samples.** Everything in pants for men and boys.

Geo. C. Poole & Co.

SUCCESSORS TO THE ANDREW DARLING CO. LIMITED

Darling Bldg., Toronto

Showing the New Fall Hats; Saving the Straws

Soft Felts With Higher Crowns, Nearer Brims and Contrasting Trimmings Are Strong in Blues and Greys—Higher Crowns in Stiffs—Many Straw Hats Left Which Should go Next Season.

TIME to switch!

The Montreal supplier of men's needs who used an alarm clock bulged through the crown of a seedy-looking straw hat with the motto, "Time to Switch" to call attention to the fact that Summer is departing, and that the life of the straw hat is over, had a simple but effective window attraction and one which could not fail to draw attention to his showing of Fall headgear.

The straw hat may be considered a thing of the past so far as the present year is concerned. Interest at the moment centres in the first displays which are being made of the felt hats. Reproductions of cards which are given indicate the manner in which one hat house drew attention to the new chapeaus. The cards were cleverly executed, and the ideas are very good.

As had been predicted, the soft hat is in line for another run, although the popularity in the opinion of many will not be so general as during the past couple of seasons, for the designers have been giving more atetntion to the stiff shapes, which show some new turns, although they do not allow the same range of latitude as the soft.

The strong feature of the felts is, of course, the two-tone effects which are introduced in contrasting ribbons and bindings of the same material. There are also a large number of combinations and the use of the pearl and grey with the blue seems to be the generally adopted method of continuing the popularity of that shade.

Blue Giving Way to Grey.

However, blue is giving way to grey which is strong in a large number of shades, most of which have contrasting bands and bindings. The greys include everything from the light pearl to the dark slate, with some shades that appear to be entirely new in hats. Green is getting weak, and brown, while coming to some extent, does not seem to have a strong chance of being popular. Bows and knots, are practically all at the three-quarter position.

Less of Drooping Brim

In shape the felts show a trimmer effect. There is less of the drooping brim, the majority being the pencil turn with some with even a smaller roll. Crowns are generally higher with and without a slope to the sides.

There is a tendency to get away from the dented and telescoped tops in the ultra models, the old fedora shape being shown, usually without the side dents. However, the plain dented top is still very good and there are a number with the diamond dent effect.

In the stiff shapes the crowns too are going up and while the bell is still being shown a more popular shape is more sloped and much neater in appearance. Rims are if anything narrower, with a full deep roll.

* * *

HOLDING THE STRAWS OVER.

While there is some speculation as to the straw hat season for next year and it is yet too early to predict what will be favorites, it is pretty safe to say that the high crown will not be so strong and that there will also be a greater width of brim.

Moderate Crowns Left.

Although the 1914 season was not a particularly strong one for straw hats, the trade generally is in position that the high crowned hats which were so popular were pretty well cleared up before the dollar sales, which featured the last month, were over. Many retailers to-day, while they have considerable stocks on hand, find that they are generally of moderate crowns and brims, and with careful handling they should be good for next season. Hats, if kept dark and out of the air, are just as good when two or three seasons old as when new, and wise furnishers are counting on getting something back on the accumulated stocks of the last couple of seasons next year. So radical were the styles this year that some stocks are to-day largely composed of the left-overs of 1913, rather than of the past season.

Suits and Coats for Fall and Winter

Showings Confirm Forecasts for Weakness of the Balmacaan and the Popularity of a Form-Fitting Model for the Young Man with Very Wide Lapels—Wide Lapels Also for Sack Coats and Lower Vest Vents.

THE models of men's suits and overcoats which are being shown confirm the forecasts as to the styles. Broadly speaking, there is the continuance of the English tailoring, the natural, sloping shoulders and the snug-fitting waist which is more pronounced than ever on the overcoat—otherwise the season depends for its individuality on matters of detail.

In the Fall coats the balmacaan influence is noted, although not so strongly and models are modified; in the Winter coats there is no indication of the balmacaan. The popular Winter coat of the young man will be about forty inches long, just reaching to the knee, according to one of the clothiers who handles an ultra-fashionable trade. The waist will be closely form fitting, and the shoulder will be natural sloping, but it will have a somewhat wider effect from the narrowness of the waist as compared with the loose models which have been worn. The sleeve at the top will be small and some sleeves will be split with a seam running down from the shoulder. The bottom of the sleeve may be either with or without cuff, but on this young man's coat there will be no belt at the back. The front will be in either the single or the double-breasted style with the lapel very wide after the new triangle fashion which is being seen for the first time this Fall.

This model will be modified to suit more conservative tastes and the heavy ulster with the shawl collar and the split sleeve will be strong for older models where a warm coat is desirable.

Materials will show the continued popularity of the rough surfaced effects and the grays present a strong note in the colors.

In suits the lapels appear to be going higher with the three-button model popular, and some four-button models for the ultra-fashionable. With the shorter lapel there is more width. Collars are being worn on the vests and the vent is being lengthened. In Canada so far this has only been an inch or so, but in the States there is a demand for much lower models. With the ultra fashionable the patch pockets are also favored.

In colorings the soft shades are holding with the tartan plaids strong. Some greens are being shown in preference to browns, but the latter are very extreme.

Selling Point No. 8

Challenge Collars are made in every style for man and boy

Few tastes or pocket-books cannot be met with the big range of styles (40 in all) shown in these popular waterproof linen collars. Of the six grades of Arlington collars ranging in price from 70c to $2.00 a dozen, the Challenge is the best. It has no equal at any price, and like all Arlington collars is a full third heavier in weight than other waterproof collars at a similar price.

You cannot go wrong in ordering a full range of Challenge Collars for Fall.

Samples sent on request.

The Arlington Co. *of* Canada, Limited

54-6 FRASER AVE., TORONTO

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.

BERLIN ONTARIO

Big Fur House Puts in Stock of Men's Clothing

Sellers-Gough Company Give Prominent Section of Floor Space in Their Luxurious Montreal Store to Sale of Men's Apparel at Moderate Prices—A Handsome Interior and Prominent Window Display.

By a Staff Correspondent.

MONTREAL, Sept. 14.—(Special). —To-day when one enters the front door of the splendid retail establishment of the Sellers-Gough Fur Company in Montreal, one finds to the left and occupying a large section of the floor space in the most prominent position a department devoted to the display of clothing for men. At the front the most important of the several very handsomely fitted windows—at the corner of St. Catherine street—has been given over to the interests of the new department.

The Sellers-Gough store has throughout a tone of quiet elegance and luxury, and the accompanying photograph gives some idea of the surroundings which provide an air of exclusiveness to the men's section, with its beautiful mahogany fittings and dark rich carpet giving a splendid impression in the shaded light.

Stained Glass Trimming.

The store is a large one, and the aisle shown in the photograph is but one of three which now contains three distinct departments—clothing, millinery and furs. The clothing cabinets which are shown were specially constructed for the accommodation of the new department, and to make the scheme uniform throughout the store similar cabinets were installed for the other departments. They are of rich mahogany, and the trimming of stained glass is very artistic, and besides, they are well set off by the pillars surmounted by electric light globes of frosted glass. The fixtures in the cabinet are solid pipe and the mirrored door which is shown gives entrance to a fitting room, the arrangement being such that through this cabinet the window can be reached. The cabinets on the one side form the background of the windows.

Cabinets for Furs and Millinery.

The rearrangement of the fittings throughout the store to conform with the new men's department has led to a unique handling and display of furs and millinery. The fur garments are hung in the cabinets after the same manner as the men's clothing. By this means a very large number of garments are accommodated in a comparatively small space and there is at least a partial display of each as well as simplicity in the handling.

Similar cabinets have also been used for the millinery. Special fixtures have also been installed for hanging the hats and against the dark background they make a very tasteful showing.

Clothing at Moderate Prices.

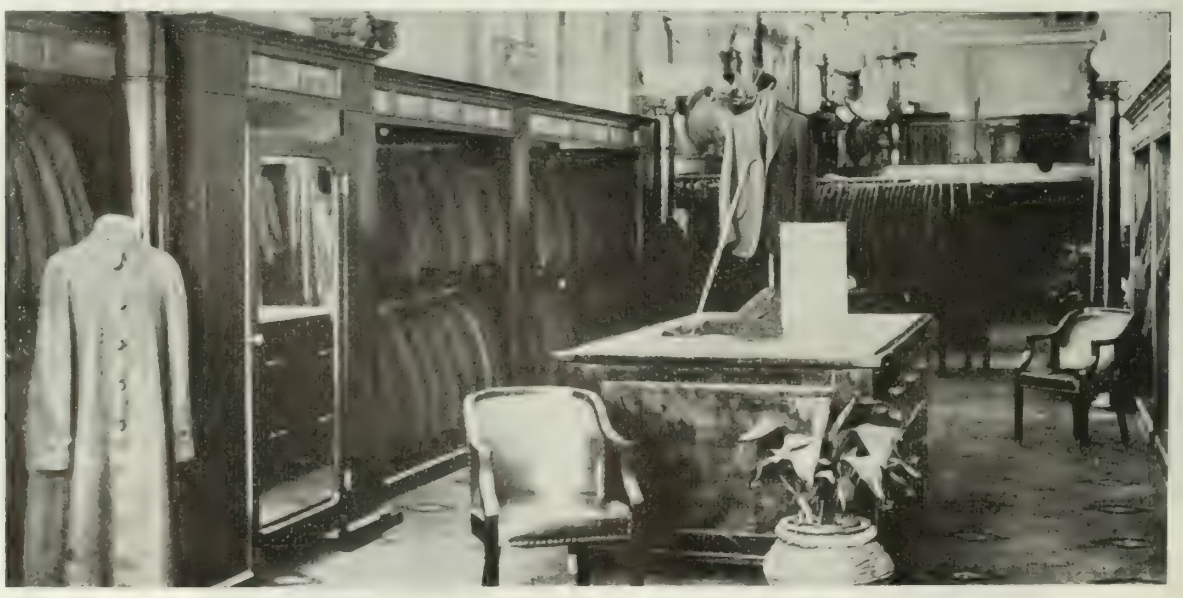
Good clothing at moderate prices is the policy behind the new department, and F. A. Forbert, the manager, states that it will be particularly observed during the present war conditions, the idea being that men are looking to get something good for as little money as possible. Suits from $15 to $20 will be the specialty and the stocks will be practically all comprised of Canadian goods. A specialty will, of course, be made of men's fur and fur-lined coats in this department, goods which the firm has always carried.

Mr. Forbert has had a long experience in the clothing business in the Sellers-Gough Company, having had charge of the clothing store which the company conducted in Toronto in addition to the fur store there.

FIFTY-SIX FEET DISPLAY.

(Continued from page 49.)

at small expense. The premises are oblong. To the left down the whole length of the store are clothing cabinets arranged against the wall in four sections noted that all the displays would be comparatively shallow and the goods brought close to the eye of the customer. There is, of course, the weak point that with the two aisles the person entering the store will not see the whole display, but this is offset to some extent by the one entrance, which in many cases will bring the remainder of the display to the eyes of the person entering the store, particularly if they are at all interested in the articles shown; while, again, passers-by attracted into one of the aisles are almost certain to go out by the other.



View of interior of new clothing department of Seller's-Gough.

If Good Enough for Our Soldiers

They're Good Enough for Our Laborers

No kind of labor or service requires as strong or as warm hosiery as does actual military service in the Winter time. Realizing this the Government selected

"Canadian Militia" Men's Socks

and is supplying her stalwarts with these to keep them in foot comfort during what promises to be a long Winter campaign.

These socks are made of natural grey yarn, just the kind that our laborers need during the Canadian Winter weather—the kind that's warm and durable, the socks that overcome the foot difficulties caused by hard roads, frosty or wet weather.

We have splendid facilities for manufacturing, our prices are right. Why not write to-day for samples of our hosiery line?

We also make a full range of styles and weights in *"Imperial" pure wool underwear for men.*

DROP A CARD TO-DAY.

KINGSTON HOSIERY CO., LIMITED

Makers of Imperial Brand Pure Wool Underwear for Men

KINGSTON, ONTARIO

To Importers of

AUSTRIAN and GERMAN COLLARS

Your Supply Is Cut Off

So Send Your Adopted Shapes and Quote Price You Can Pay to

R. M. MOODY,

21, Aldermanbury, London, England,

Who Will Facsimile Them—Their Branding and Their Box. High Glaze If Desired.

Factories:

LONDON TAUNTON BRIDGWATER

Why Hold a Bright Light Between Public and Window?

Exposed Lights Divert Attention from Goods in Window — Objects Less Brilliant Not Seen as Clearly — Disregard by Merchants of Primary Law of Window Illumination.

First of Series on Electrical Illumination by A. J. Edgell.

DURING all the years since Adam held forth in the Garden of Eden, man has been endeavoring to overcome the handicap of darkness that he might continue his progress during the long evening hours. The daylight hours were too short to accomplish the ends desired. So we find the early lighting devices, crude lamps with oil and wick lighted by a spark from flint. From those devices to the electric lamp of to-day, the tungsten lamp, is a far cry. For many hundreds of years little advance in lighting was made, and the world's progress was correspondingly slow. With the discovery of the principles of electricity followed by the invention of the incandescent lamp, the dream and desire of mankind for twenty-four hours of daylight began to have some semblance of being made a reality.

Working During Evening Hours.

With the coming of the incandescent lamp the business world took on new life; greater efforts were possible than ever before; the evening hours became a valuable asset instead of being a void; merchants no longer closed the fronts of their places of business with heavy wooden shutters at the close of the day; they left the fronts without shutters, and the windows illuminated, to say to the public, "Here are the goods we sell, and here are the prices we sell them for." Thus the show window was able to work for the merchant during the evening hours, creating desire for his merchandise at the time when people were most receptive. The merchant soon learned the value of this publicity, for his customers inquired for "the goods I saw in the show window last night." So he sought for the best means of increasing the efficiency of show window displays.

To-day the show window is the merchant's best friend if he treats it right. Window displays bring results without the uncertainty attendant upon other forms of advertising, but, to be most effective, must be properly illuminated.

24-Hour Worker.

The show window is a 24-hour worker. Night after night it literally demands and compels the attention of the people —and it is fortunate that window displays are most attractive at night, when people on the streets are not hurried but are in a receptive mood, with time and inclination to observe. What people see at a time like this lingers in their memory. When displays are lighted in such manner that they stand out with a bright, cheerful glow, the heart of the beholder warms up to the store, and the "goodwill," which is of such importance to a merchant, is helped materially.

Not all displays create an immediate demand for the goods shown; but each does its part in the building of the "goodwill" which, after all, is only another way of saying "the store that pleases."

ELECTRICAL MAXIMS.

People are gayer and readier to spend money when lights are bright.

People can't escape an electric sign.

Show windows are the eyes of a business and it is important they should be kept bright and sparkling.

A time switch for controlling window lights is an excellent investment.

Novel electric signs put a "punch" into the display.

Dollars Into Merchant's Till.

The modus operandi of the window display whose attention-compelling power is sufficient to cause people to linger and study the merchandise, is generally as follows: An individual coming along at a brisk walk comes within the influence of the lighted window. Bright illumination is responsible for the first hold on his attention. A step or two more, and his head turns toward the display, some particular object shows up conspicuously under the ample light, catching his eye and in all probability causing him to pause for a more extended examination. Other features of the display come under his observation and he moves on carrying away with him a distinct and favorable impression of the house whose windows brought to his attention the high quality of the merchandise he might expect within. And windows operating in this way put real dollars into the merchant's till.

Efficiency is the watchword of the merchant to-day. Wherever a waste exists, there time and thought are expended until the waste is eliminated. Obsolete methods are discarded, obsolete equipment is billed to the junk heap or passed along to the man who thinks "what was good enough for my father and grandfather is good enough for me," and serves in his case as another asset of doubtful value for the sheriff to levy on.

The up-to-date merchant desires the best, the most efficient equipment that is available; he knows that by means of such equipment he will increase his prestige and custom. The public to-day demands up-to-the-minute service in up-to-the-mark stores. It is no longer possible for the merchant to count on his "personal following" if he is so short-sighted that he will not properly equip his store. People of to-day buy where they are served best. Proper equipment in the store, well lighted, bright interiors and clean-cut, properly illuminated store fronts are but forms of service to the customer. These have a tremendous influence on the customer's mind.

Lighting Systems That Are Unfit.

And yet many merchants who show great business acumen in other matters, select window lighting systems totally unfit for their particular type of window. A fundamental law of good lighting is that the light must be on the display, not in the eye. Exposed lights divert the attention from the display, and so dazzle the eye that the prospective purchaser is blinded and cannot see clearly the goods displayed. After drawing the customer to the window there must be nothing to detract from the goods shown. If the window is to accomplish the ends desired.—interest the onlooker and arouse his buying desire.—he must be able to see clearly and with comfort that which is displayed for his inspection. Bright exposed lights cause the pupil of the eye to contract, and in so doing objects less brilliant are not

Suspenders Garters

Belts Arm Bands

(QUALITY UNSURPASSED)

We make all regular styles at $2.00, $2.25, $4.25, $4.50 and $7.50 per dozen. Also suspenders packed in individual Holiday boxes at $4.25 and upwards. Combination sets consisting of Suspenders, Garters and Arm Bands at $4.25 and $7.50, and of Belts and Garters at same prices. Terms 2% 10 days, with 60 days dating. We will prepay express charges on sample orders of not less than twenty-five dollars.

LOCKHART SUSPENDER CO.

1307 Market Street PHILADELPHIA, PA.

We do not sell the consumer

Hanah BRAND

Mackinaw (24-oz.) Shirts NAVY WOOL Coats

Large and well made. Double-stitched, with Pockets.

Special, at **$24** per doz.

Outing—Shawl Collar. Pleated Back and Front, with Belt. Good length.

Special, at **$4.50** each.

Defiance Mfg. Co., Ltd.
College and Bathurst Sts., Toronto

With his eggs all in one basket

and a smash comes, what chance has a clerk to hold his position? Don't depend on Salesmanship alone. Take up cardwriting through "The Edwards Short Cut System," and make yourself indispensable. A few dollars down, an instalment each month for a few months, and the best services of Canada's leading cardwriting instructor is yours.

Write for handsome two-color prospectus to-day.

THE SHAW CORRESPONDENCE SCHOOL
YONGE and GERRARD STS., TORONTO **Mention this paper**

Write to-day for Prospectus and full information

SHOW CASES

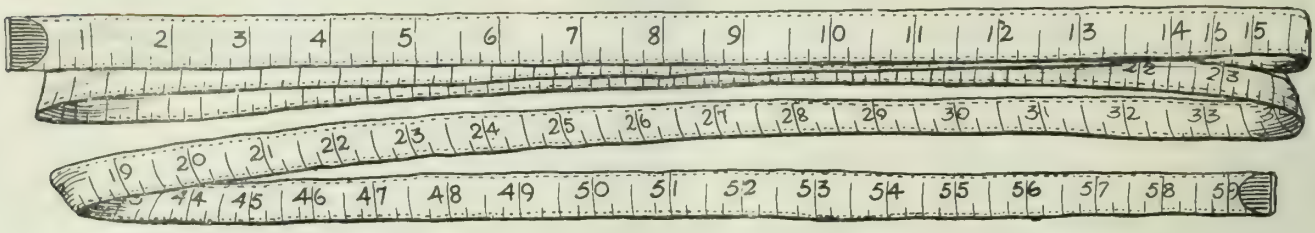
If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.
TORONTO

The tape-line new



Inch-inch-inch, sixty of them, all in one crisp new yellow tape, ready for action, ready to take the true proportions of the clothes-hunting man, to fit him with a brand new suit or coat.

Go, look for your tape-line. Does it tell a tale of much business done, many men measured, or does it tell a tale of inaction — crisp, clean and new?

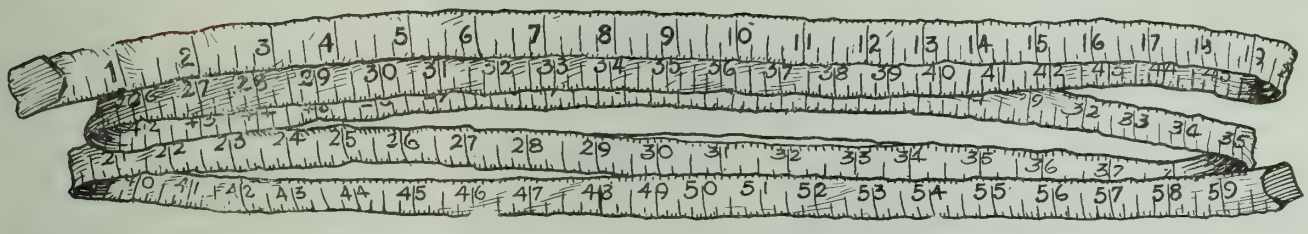
Decide for yourself whether or not your department is bringing in the business it should, whether it could be made to produce better returns for the amount of space it occupies.

Style-Craft
TAILORED CLOTHES

Keep tab on the number of would-be clothing customers who go away from your department unfitted, dissatisfied, and then make up your mind whether you are making the most out of your opportunities — whether you need the "Style-Craft" Tailored-to-Measure Service.

E. G. HACHBORN & CO.
TORONTO

The tape-line old



Bring out that crisp, new tape-line, get it into action on the customers who either cannot or will not be fitted from stock. Satisfy these customers with real man-tailored clothes, clothes made to their own specifications, their own measurements—perfect-fitting, shape-retaining clothes.

The "Style-Craft" Agency may yet be open in your town to you—write to-day and find out. No tape-line stays new at a "Style-Craft" Agency; it becomes worn and old from constant use. It helps to boom the clothing business with the class of trade who go to the custom tailor.

Style-Craft
TAILORED CLOTHES

"Style-Craft" Tailored Clothes bear an untarnished reputation. Every garment gives perfect satisfaction and turns a goodly profit into the agent's till.

"Style-Craft" Service is individual. Every order is given individual, undivided attention—that's the reason why every garment has character as well as style, fit and durability.

WRITE TO-DAY RE AGENCY

E. G. HACHBORN & CO.
TORONTO

Took First Prize for Cards at Chicago International

These cards, reproduced by courtesy of the Merchants' Record and Show Window, are the work of Laud Hamilton, of Boise, Idaho, and were awarded first prize at the Chicago convention for brush-lettered cards. They will be recognized as excellent specimens of the brush stroke black and brush stroke Roman, with a peculiar characteristic in each one of the lower case letter, being abnormally high in comparison with the caps. This tendency to exceed the old two-thirds standard has become quite frequent nowadays. In reproduction the decorative floral effects come out almost as strongly as the lettering, but this was not the case with the originals. Even so Canadian card writers so far have shown few signs of making such use of ornamental effects.

Shortage of Silk for Christmas

Less Variety in the Ties and Higher Prices—Switzerland Shipments Will Come Too Late—Some War Ties.

FOR Christmas trade, the biggest demand in neckwear is for figured stuff, selling for about 50 cents. These have flowing ends and black lining up the back, thus making it possible to give a bigger shape for the same money. On the whole, there is little new yet in styles for the Christmas trade. A few war ties are being offered, but the demand is not great so far. These are mostly red and blue stripes on white ground, or red, white and blue on khaki ground. Something really pretty and neat in this direction would certainly have a good sale before the war is over.

Retailers are displaying a little fear in buying, owing to unsettled conditions. Some manufacturers interpret this as hesitancy on the part of the retailer, fearing that some decidedly new novelty will be put on the market at the last moment. They wish to assure merchants that they "have nothing up their sleeves, and that those who buy now will be in possession of the best stocks for the Christmas trade. Manufacturers of tie silks in Zurich announce that they are ready to ship goods late in October, which, owing to the unsettled state of shipping, would be too late for the Christmas trade. Some Canadian manufacturers, having failed to secure stocks of silks from Switzerland, have bought extensively in the United States. The quality of many of these goods is not so good, but owing to the duty, the price will be slightly higher than those coming from Europe.

There is a shortage of high class neckwear for Christmas trade, and ties selling at a dollar up will not be equal to those of former years. A number of club stripes are on the market, and these will be very popular, though the number on the market is much less than would have been the case had war not broken out.

WHY HOLD A BRIGHT LIGHT BETWEEN PUBLIC AND WINDOW?

(Continued from page 58.)

seen clearly. A window display should stand out as a picture, illuminated in the same manner as a well-lighted stage, with light surfaces concealed. **No one would sit long in a theatre were lights placed between him and the stage,** or placed in such manner that his eye could not escape them. Bright exposed lights in the show window cause the same uncomfortable eye strain. **A bright light held between oneself and a newspaper or picture will give an idea how unpleasant such lighting effects are and how impossible it is to see clearly beyond the light.**

A walk through the business section of any city will show how little the general run of merchants have regarded the laws pertaining to this most important feature of their store fronts.

Faults in Most Windows.

Here a window is illuminated by lamps on cross-arms of lighting fixtures, wasting the horizontal light on the sidewalls where no merchandise is shown; there is a blur of light, the merchandise concealed by the glare from the exposed lights around the border of the window. Occasionally a merchandise picture stands out as a welcome relief from the long row, but such pictures are woefully few. Window lighting is in a great many cases the last thing thought of when a building is constructed or a store front remodeled. After spending much time and hundreds of dollars to get a good general effect, a local electrician is called in and he installs a window lighting system. The results of these are shown by the ineffective lighting that is so general in store fronts. **There is probably more waste in show window lighting than in any other department of a store. If the same wastes were permitted in other departments, the merchant's days of plenty would indeed be few.** Proper effective lighting of show windows costs no more than improper, ineffective lighting. The cost of wasted light, the fifty per cent. that not only does not help but actually hinders the window in getting results, will soon pay the added cost of a proper system.

The next article will deal with lighting systems, and will be illustrated with special photographic instances of properly and improperly lighted windows.

ELECTRICAL LIGHTING.

This is the first of a valuable series of articles that has been arranged for by The Review on the illumination of stores, windows, fronts and streets by electricity. These will be supplied by A. J. Edgell, who is president of the Greater New York Display Managers' Association.

The second article of the series will deal also with window illumination and will be illustrated with several photos of proper and improper lighting.

SECOND STOREY CLOTHING.

(Continued from page 52.)

with fitting cabinets between. These cabinets are set off by stained glass panels at the top and inside are installed electric lights which reflect on the rows of suits and at the same time throw a glow through the colored glass.

Down the centre are handsome clothing cabinets, one being of glass and the other for overcoats is open. There is also a table for trims and a glass topped desk in the centre. Along the wall is a row of benches for customers wishing to sit down. They take up very little room.

Cost Less Than $1,000.

With a well oiled floor the impression of the whole interior is very good. Evidently the fixtures are of solid mahogany, and rugs lend to the richness of the appearance. The revelation is the statement of Mr. Robinson that his fixtures throughout did not cost him $1,000. What appears to be mahogany is nothing but soft wood cleverly varnished, but it has the looks.

Near the entrance is the tailor shop where alterations are made, but this space is not lost for there is an office above and in the front there is a clothing cabinet installed in the partition.

Making Use of Windows.

When a customer gets out of the elevator and enters the store he will forget that he is on the ground level. The windows are large like a ground floor store. Use is made of the windows for displaying clothing on forms, but this is not considered a great asset.

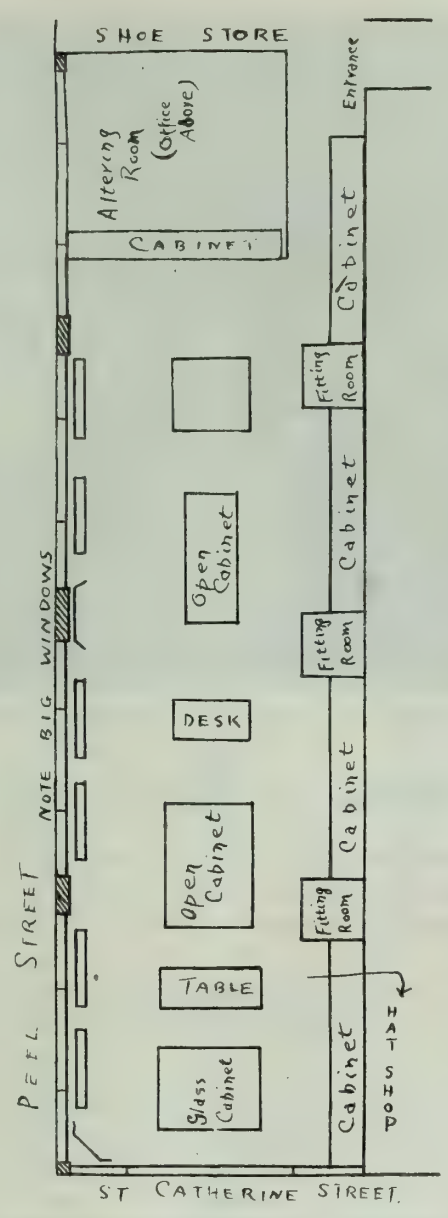
Electric Signs.

More effective from an advertising standpoint are the signs on the window glass. These are painted and there is an arrangement of electric lights behind them. Here again we get effect without expense and this is Mr. Robinson's policy. Probably the most expensive fixture is the electric sign on the corner where special attention is called to the store slogan, "Take the elevator and save ten."

What the Result Is.

To explain his policy fully, Mr. Robinson comes right down to cases—as the saying goes. He makes the statement that during the past three months he has been selling suits at an average expense of 87c a suit. This is about 6 per cent., and his experience is that the average selling cost of clothing is 25 per cent.

Asked to explain where his saving was he enumerated—small rent, no loss on bad accounts, no bookkeeper to look after accounts, no window trimmer, no floor walker. These are the reasons, together with close buying and making purchases of travellers' samples, that enables the store to offer clothing at low prices.



Floor plan of store of Mr. M. C. Robinson.

Following out this policy, Mr. Robinson to-day claims to have the biggest second-storey business in Canada, and with a continued development he says that by Fall he expects to have the largest exclusive clothing business in the Dominion—upstairs or down. A branch store to be operated on the same policy is being conducted successfully in Winnipeg.

The success of the Robinson store has been so pronounced that there are two other establishments in the same building now operated on the same basis while across the street is a handsome clothing store which has just been opened by the Allan Company, a concern which has two other retail stores in the city. Here on a large well-lighted floor, surrounded by plate glass windows of ground floor dimensions has been installed a fine class of glass cabinets in which clothing can be splendidly displayed. These cabinets are low and the suits can be inspected from above as well as from the sides.

In other localities in the city as well there is a spread of the second storey movement and there is a strong indication that a number of retailers are moving upstairs in order to solve the problem of high rents—for rents have been advancing very rapidly in the large cities during the past few years.

Six years ago Mr. Robinson states that he was interested in the establishment of the first second-floor clothing house in the United States in Los Angeles. Here strangely enough, the rent was the same as he himself paid in his first store in Canada—$20 the month. The Los Angeles store had a stock of $320 to start with. The firm has made a statement, which they have proved in court, that last year they sold 84,000 suits, the biggest exclusive clothing turnover of any retail firm in the United States.

A study of the accompanying photograph shows the location of the establishments referred to in Montreal. The Robinson sign identifies that establishment, but only the window is seen. There are four large windows on Peel street in addition, the length of the store being on that thoroughfare. The Allen establishment, just opened, can be seen across the street, while the upstair hat shop can be seen in the same building as the Robinson store. The shoe store to which reference has been made is at the other end of the Robinson establishment on Peel Street, the photograph being taken from St. Catherine Street.

SPECIAL SHOES TO SAVE HOSIERY

The Wayne Knitting Mills, Fort Wayne, Ind., have written to a number of the larger manufacturers of shoes, directing their attention to the intimate relations existing between shoes and stockings, from the hosiery man's viewpoint. Shoes, they say, wear out stockings, and at present there is a craze for fine-gauge lisle and silk stockings, as well as an increasing demand for white and light colored stockings, which should be recognized by the shoe manufacturers. For instance, they point out, proper shoe linings and pads should be provided. White stockings for men, women and children are ruined quicker through shoe linings that stain hosiery than from any other source. Projecting pegs should be carefully looked after, as these do much damage to hosiery. These suggestions are presented to shoe manufacturers, and they say there should be a good field for a house specializing in hosiery protection. With but one exception, shoe manufacturers replying have endorsed the idea and expressed willingness to do their part.

View of newly-equipped men's furnishing and custom tailoring departments.

Most Modern Ideas as Seen in Kingston Store

Handsome, Convenient and Trade-Winning Devices in Newly Equipped Quarters of Chas. Livingston & Bro.—Systematic Lay-out, Excellent Display Features—Detailed Descriptions of Double Stores.

By Staff Correspondent.

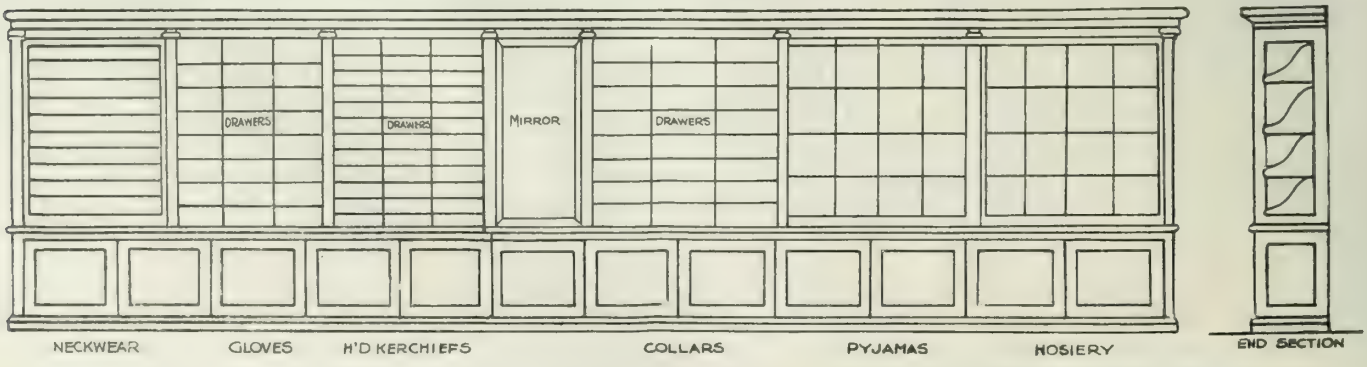
SOME sixty-seven years ago, in 1847, the name of Livingston began to be known in the business world of Kingston. To-day, after a period of continual growth, the firm of C. Livingston & Bro. are installed in what in many respects are the best and most completely equipped quarters in the clothing and men's furnishings trade in the Province of Ontario. Mr. Charles Livingston, the proprietor, has been connected with the business since 1883, and for years has been one of Kingston's most prominent and honored citizens, both from a business and municipal point of view.

A short time ago a complete set of new fittings were installed in the men's furnishings and ordered clothing departments, which brought this store, 26 feet wide and 100 feet deep, thoroughly into keeping with the companion store where the latest style of ready-to-wear cabinets are seen. The accompanying illustration gives a good idea of the character of these and the drawing indicates in detail how the wall fixtures are laid out. These are all of quartered oak and the most modern ideas for the men's furnishing trade. The ties are all kept in individual cases with plate glass fronts; the gloves and hosiery in a similar way with samples of each in view. The collars are enclosed in tilting drawers, as are the handkerchiefs, braces, etc. The underwear is in shelves with plate-glass sliding doors.

Next to this is the entrance to the ready-to-wear department. This is built in with the fixtures, making an alcove looking direct into the other department. Next this is the shirt department, comprising 72 compartments with plate-glass doors, interlocking, and on ball bearings.

Entirely of Glass.

In front of the wall cabinets are handsome fixtures, the upper pair of which are given to show space entirely as will be seen by a glance at the illustration. Here again is visible the latest



Plan of section of new wall cabinets of quartered oak. See description in accompanying article.

ideas in show cases—the fronts are entirely of glass of a heavy plate without wood, and run on small rollers, which does away with all obstructions. These are all lighted with electricity and present a beautiful appearance, always showing the goods off to the best advantage.

Below these are quartered oak cabinets with sliding doors, giving sufficient room for the many small articles that go to make up a gents' furnishing stock. Mention must be made also of a small jewelry case, occupying a position almost opposite the mirror, as marked in the diagram.

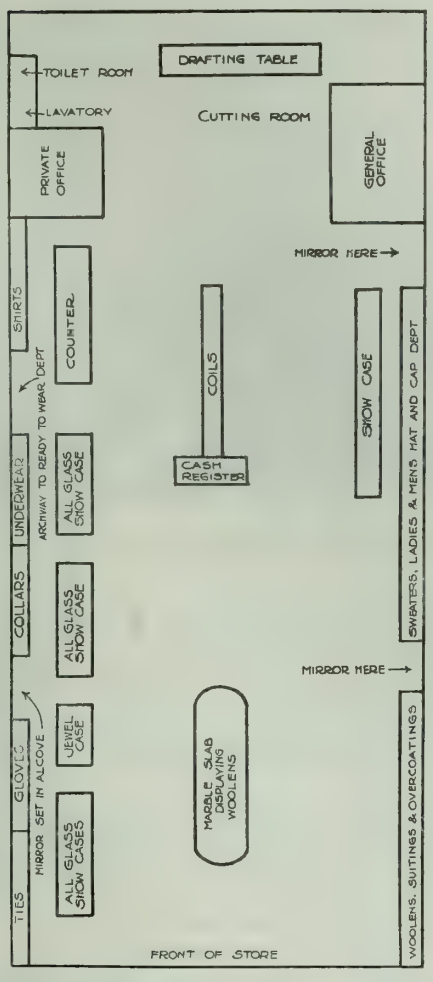
Fine Stock of Tweeds.

Turning now to the opposite side of the store, on the right, at the front, is an unusually complete stock of woolens (suitings, overcoatings, etc.), consisting of the finest imported tweeds, for which the firm has built up a reputation all over Eastern Ontario. These are draped along the back and on top of the tables in good merchandising style, with fixtures suspended from the ceiling to assist in the extent of the display.

Back of this are sweaters and ladies' and men's hat and cap department, for the showing of which goods a silent salesman is utilized.

At the rear of the store are the private and general offices as marked, and lavatory and toilet rooms. The extreme rear is given up to the cutting and drafting department exclusively.

As has been stated, this store, as the "twin" adjoining, is 100 feet deep, and 26 feet wide, with a 13-foot ceiling, all paneled. The windows are at the rear and sides and the whole interior is extremely well lighted. A noticeable feature is the broad space allowed for customers, owing to the compact arrangement of fixtures and departments.



Plan of reconstructed men's furnishing and customs tailoring departments.

Ready-to-Wear Department.

It needs little more than the photographic reproduction to show the high-class character of the ready-to-wear department in the adjoining store. The up-to-date type of cabinet with the double rows of suits kept in the best of condition for exhibiting to the customer, are at once apparent. To this is added a systematic arrangement according to sizes, prices, men's and boys', and a special division for navy blues, as a standard section of demand. The whole effect upon the public is a thoroughly well stocked and well equipped department, and the attention given to this end of the business—often neglected from a feeling almost of resentment in many stores which originated in custom tailoring—has resulted in a business that has leaped ahead.

It is hardly necessary to add that the most approved principles of treatment of customers, workmanship, fit, material, etc., are actively in force . A record is kept of the sale of every ready-to-wear garment, not only to keep track of stock but to aid the firm in their new purchases.

Mr. Livingston is a systematic advertiser by newspaper and circular, and his ads have more than once been reproduced in The Review. He is a thorough believer in the value of periodic visits to large centres, including New York, to keep himself keyed to the highest pitch of modern development, and the fixtures and layouts of his two stores are the result of studies of many of the largest and most complete men's wear stores in America.

View of ready-to-wear department in Kingston store.

One of collection of windows of A. W. Murdison, Regina, that won The Review's silver cup. There is good variety in treatment here; articles are well distributed in unit form, and stand out distinctly.

The Review's Silver Cup Goes West to Regina

A. W. Murdison, of R. H. Williams & Sons, Decided as the Winner —Saskatoon a Close Competitor—Trimmer "At the Front" Wins Gold Medal—Results of Annual Contests.

OUT West will go the third silver cup donated by The Review for the "all-round championship" windows submitted in the contest in connection with the Canadian Window Trimmers' Association, and the name engraved on this cup will be A. W. Murdison, of R. H. Williams & Sons, Regina, Saskatchewan. The first cup went to J. A. McNabb, of Peterborough, and the second to E. P. Burns, of The Robert Simpson Co., Toronto. Mr. Murdison's closest competitor, strangely enough, was another Western man. Herbert Daniels, of F. R. MacMillan's, Saskatoon, who won first prize in the Christmas competition held by The Review. The prize was awarded to Mr. Murdison chiefly on account of the greater variety of his displays, with some attention given to the fact that he had to overcome greater difficulties in not having windows as adaptable as the unusually fine types with which the more Northern store is equipped. Both showed good merchandising windows, with a tendency in Mr. Murdison's to an over-use of foliage. The contest was very close.

For single windows, the palm, in the opinion of the judges, was carried off by Mr. McNabb in an excellent series of six opening displays. He was awarded first prize for cities up to 50,000.

For men's wear windows first prize went to E. G. Meadows, of the Caledonia store, Edmonton, formerly of McLaren & Co., St. Catharines.

For the best ready-to-wear displays, the Saskatoon windows were awarded first place, with a younger but very promising window dresser and draper, Roy Root, of the Robinson Co., Napanee, second.

The draping prize went to Warren Andrews, of the Anderson Co., St. Thomas, who had very excellent specimens both of inside window draping and outside decorative work on a large scale, such as the City Hall, rink, etc. While Mr. Andrews remains in St. Thomas the city need not lack for skilful adornment on festive occasions. Mr. F. J. Thompson, a fellow-townsman of Mr. Andrews, whose work is familiar to window trimmers, was awarded second prize in the up-to-50,000 class.

The judges were the heads of the window trimming departments of Toronto's largest stores—E. P. Burns, of the Robert Simpson Co.; A. E. Apted, of the T. Eaton Co., and H. C. McDonald, of Murray-Kay, Limited. The last mentioned is an ex-president of the C.W.T.A.

Prize Winners in Third Annual C.W.T.A. Competition

WINDOW TRIMS.

Annual Grand Prize for best six displays original window and unit trim photographs—Silver loving cup presented by Dry Goods Review—A. W. Murdison, R. H. Williams & Sons, Regina, Sask.

Merchandising windows—In cities and towns up to 50,000:—1. Gold medal, J. A. McNabb, with Richard Hall & Son, Peterborough; 2. Silver medal, F. J. Thompson, with Maxwell's, St. Thomas.

Men's wear windows—1st prize, gold medal, E. G. Meadows, The Caledonia store, Edmonton. Second prize not awarded.

For most effective window arrangement of women's ready-to-wear garments—First prize, gold medal, donated by Acton Publishing Co., Herbert Daniels, with F. R. MacMillan, Saskatoon; Second prize, silver medal, Roy Root, with The Robinson Co., Napanee.

Best grouping, or drapes—Prize of $5—Warren Andrews, The Anderson Co., St. Thomas.

* * *

CARD-WRITING CONTEST.

Class 1.—Most artistic pen or brush-lettered card, used for opening or special announcement: Gold medal won by James Jervis, Ottawa; Silver medal, Will Surman, Chapples Limited, Fort William.

Class 2.—For best plain-lettered price card—Silver medal: A. W. Murdison, Regina.

* * *

ADVERTISING CONTEST.

First prize, gold medal, for best all-around advertising, including general publicity, opening and Fall announcements — J. A. McNabb, Peterborough. Silver medal — J. McNichol, with Allan-Cumming Co., Limited, Moose Jaw, Sask.

Make Your Show Windows Pay Your Rent.

Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims, will display your Merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

The Storage Chest. The 96 YOUNITS that make up this set are put up in A HARDWOOD, HINGED-LID STORAGE CHEST (oiled finish.) A good place to keep any part of the set that is not being used.

Read further about this wonderful

Dry Goods Set

Hundreds of Trims. With this set over 500 original trade-pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction, the "Sunken Steel Socket," takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent FREE with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln-Dried Oak, the metal parts of cold rolled steel; each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set FREE of CHARGE any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax non-scratchable finish.

Just ask the merchant who has bought a set of these fixtures with the (NEW CONSTRUCTION) what he thinks of them.

Price for the Full Set No. 119, $31.50 NET

Price for a Half Set No. 119 1-2, $18.50

F. O. B. Hamilton, Ontario, Canada

Order thru your JOBBER OR DIRECT

THE OSCAR ONKEN CO.

No. 381 W. 4th Street, Cincinnati, O., U.S.A.

Quick Shipments. Address All Correspondence to Cincinnati. Send for Younit Catalog Stock is also carried in CANADA, ENGLAND and AUSTRALIA

Many Ads Exaggerated and Not Convincing

Prize Winner by J. A. McNabb, Was Convincing, Readable and Original—Many of Descriptions of Goods Suggested That Writer Had Never Seen Them—Strong Points and Faults.

IN his report on the ads. submitted to him by members of the Canadian Order of Display Men (originally C.W.T.A.), Mr. Eugene L. Beaupre, head of the advertising department of the T. Eaton Co., Limited, Toronto, writes:

"Judging the samples submitted from the point of first, selling quality; second, appearance; thirdly, typography; fourthly, originality of ideas, the one numbered 3, comes first, No. 4, second, and No. 2, third."

The names of the writers of the ads. were unknown to Mr. Beaupre, as each ad. was numbered.

No. 3, who won first prize, a gold medal, is J. A. McNabb, with Richard Hall & Son, Peterborough.

No. 4, who gets a silver medal as second, is J. McNichol, with Allan-Cumming, Moose Jaw, Sask.

There is no third prize on the list, but the honor of this position goes to No. 2, C. A. Hansford, with R. H. Williams & Sons, Regina, Sask. Thus two places out of the first three of a long list of entries, a record one for C.W.T.A. contests, were taken by western members.

Won All Four Points.

The advertisement which is reproduced here won the highest number of "marks" of any among the scores submitted. It was the best of Mr. McNabb's six, and indeed alone of all succeeded in getting all four points on the basis of which Mr. Beaupre—whose own advertisements enjoy distinction, not only in Canada, but in the United States—adjudged the entries. Several others won three, including those of the next two places. The point most lacking was originality.

"Selling Quality" First.

It will be well for ad. writers to note carefully the point on which Mr. Beaupre lays strongest emphasis. Selling Quality. Too often ad. writers set "appearance" first, just as window trimmers are tempted to value the artistic look of their trims more highly than their selling qualities. But the proprietor whose main purpose is to sell

XXXX - All four qualities
Out of the ordinary assortment
Good time
BARGAINS! BARGAINS! BARGAINS! IN EVERY DEPARTMENT DURING THIS OUR
SEMI-ANNUAL MID-SEASON SALE
HIGH, LOW AND MEDIUM PRICED MERCHANDISE OFFERED AT A MERE SHADOW OF THE USUAL AMOUNT
Silk Hosiery at Big Savings
$1.25 Silk Hose, pair 69c
69c
$3.00 Pure Silk Hose, pair $2.29
$2.29
50c Lace Lisle Hose, pair 12½c
12½c
THE Mid-Season Sale which commences on WEDNESDAY, JULY 15th, is the Semi-yearly Out Clearing which offers Money Saving Opportunities not to be had at any other time of the year.
A long hand reaches into every department of our stocks, pulling out everything that is the slightest bit messed or that is not here in complete sizes or full variety of patterns, AND OUT OF IT ALL WE MAKE THESE VERY SPECIAL, LOW PRICE, MONEY SAVING BARGAINS.
As the stocks are in some cases limited, we cannot promise assortments after one hour's selling Be among the early shoppers, come Wednesday Morning promptly at 8 a. m.
Sale Values in Dress Goods and Delaines That Speak for Themselves
$1.25 Black and Colored Dress Materials, yard 25c
25c
65c Pretty French Delaines, yard 38c
38c
Moderately Priced New York Dresses
$4.50 to $6.50 Values Clearing at $3.69
$3.69
Good break in center
THE PRICES AS WERE QUOTED MAY SEEM TO YOU AS BEING RIDICULOUSLY LOW THEY ARE! BUT
WE HAVE THE GOODS TO BACK UP EVERY ITEM
Bed-room Furnishings at Sale Compelling Prices
40c English Sheeting, yard 32c
32c
30c Plain Bleached Sheeting 23c
23c
Circular Pillow Casing, yard 22c
22c
Hemmed Sheets each 97c, pair $1.90
$1.90
18 x 36 inch Bath Towels, pair 24c
24c
Cotton Pillow Cases 3 for $1.00
White they last during the Mid-Season Sale you may buy English-made hemstitched Pillow Cases, Priscy seamed and made from an extra quality cotton, sizes only 42 44 and 46
3 for $1.00
White Bed Spreads $2.19
$2.19
$6.00 Knitted Sports Coats
Each $2.98
$2.98
Women's Combination Underwear Reduced
A Remarkable Offering, $27.50 Summer Coats $7.50
$7.50
$5.50 White Satin Bed Spreads $4.38
$4.38
Three Notable Bargains in Rugs
Axminster Rugs $22.50
$22.50
$50.00 and $60.00 Wilton and Axminster Rugs $39.50
$39.50
$12.50 Hall Rugs $9.00
$9.00
Don't Miss the 25c Mid-Season Bargain Table in the Home Furnishing Dept
25c
Imported Bridal Sets Half-price
$250 Set $12.50
$12.50
$22.50 Set $11.25
$11.25
Bargain Table of Pure Linen Handkerchiefs
Perfect Damaged and Soiled Summer Sun Shades
39c
Much Wanted Staples Way Below Usual Prices
17 Inch Roller Towelling yard 6c
6c
31 Inch Bleached Saxony Flannelette Yard 7½c
7½c
45c Half Bleached Table Linen Yard 33c
33c
72 Inch Pure Bleached Table Damask
72c
36 Inch Lonsdale Cambric, yard 12½c
12½c
Pure Bleached Nainsook, yard 12½c
12½c
Chintz and Curtain Nets Underpriced
50c and 75c Chintzes, yard 39c
39c
$1.00 and 1.25 Curtain Nets Yard 59c
59c
Mill Seconds in Linen Clothes at Mill Prices
Untrimmed Millinery Shapes in the Best Styles
$1.00 to $3.00 Values Clearing at 49c
49c
Women will not want to miss These Sale Values in Seasonable Silks
$2.50 Chiffon Taffeta Silk Yard $1.69
$1.69
$1.75 Black Fleur de Nice Satin, yard $1.24
$1.24
75c Pongee Silk, yard 39c
39c
Fashionable Neckwear at a Clearing Price 17½c
17½c
Half-price and Less for Elegantly Made Imported Summer Dresses
$6.00 to $20.00
SEE THE SHOW WINDOWS FOR SOME OF THE BARGAINS
RICHARD HALL & SON
WATCH FOR YELLOW AND BLACK PRICE CARDS—THEY INDICATE THE BARGAINS

Best ad. submitted in C.W.T.A. competition; work of J. A McNabb, Peterborough, winner of gold medal.

This Prize Winner Had All Four Points

1—Selling Quality; 2—Appearance; 3—Typography; 4—Originality.

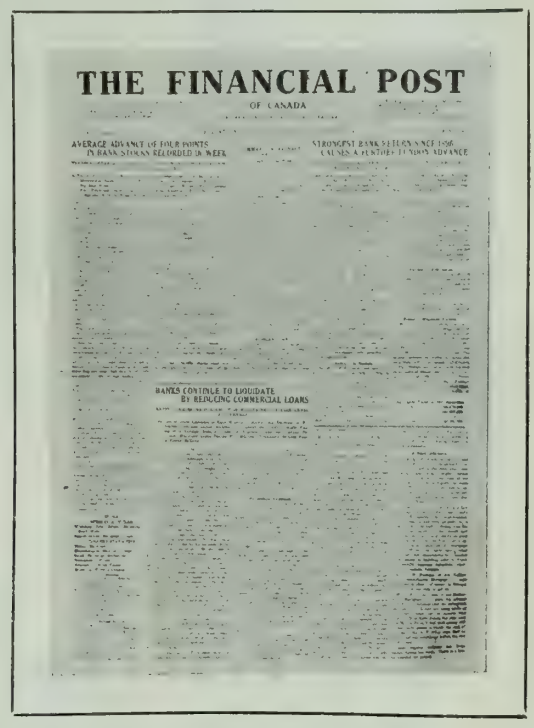
BEWARE OF FALSE PROPHETS

The daily sensational rumors from unauthoritative sources should not guide the proficient manufacturer or business man.

It is not sufficient merely to have "news"—

WHY NOT HAVE THE FACTS?

The Financial Post through its unexcelled sources of information, and its exact analyses and forecasts, coupled with its bymail Information Bureau which deals with financial or business problems, furnishes a service of unsurpassed value.


THE FINANCIAL POST
OF CANADA

AVERAGE ADVANCE OF FOUR POINTS IN BANK STOCKS RECORDED IN WEEK

STRONGEST BANK SETTLEMENT SINCE 1906 CAUSES A FURTHER FIFTEEN POINTS ADVANCE

BANKS CONTINUE TO LIQUIDATE BY REDUCING COMMERCIAL LOANS

Annual Subscription $3.00 the year

Date 1914

To:

THE FINANCIAL POST
143-153 University Ave., Toronto

Dear Sirs:

Please enter my / our subscription to The Financial Post at the rate of one dollar for four months.

Name.....

Street or Box No.....

City .....

WHY NOT HAVE THE FACTS?
D.G.R. V

THE CANADIAN BUSINESS MAN

has never been in greater need of accurate knowledge of actual conditions—and of the best possible business and financial counsel!

LET

The Financial Post

of Canada

serve you at least during the next four months. Write for a free sample copy or

Sign the attached Coupon and return

to us with one dollar for four months, or if more convenient pay on receipt of bill.

goods will agree with the order given by the judge in this contest.

Indefinite or Exaggerated.

Two shortcomings are pointed out by Mr. Beaupre as applying to a considerable percentage of the ads. entered:

"In most cases the trouble was that there was nothing said that would indicate that the writer had ever seen the goods referred to."

This statement has reference to many of the descriptions of articles offered for sale which consist mainly of generalities, "good values;" "a line we were fortunate in securing," etc., etc., Samples of this will be given in this, and articles in the next issue of The Review.

No. 2—"Some were very apparent exaggerations and therefore not convincing."

This had reference to claims for goods, either as being worth $5 and selling for $1.50, say; or as being "the finest models ever shown in this city," etc.

The method employed in the judging was to take the six samples submitted and award each points, 4, 3, 2, 1, or 0, then add these up. The three highest turned out as follows:

First .....15 points.
Second .....14 points.
Third .....13 points

In commenting on the ad. shown above, almost a double page spread, but one which could be worked out for a store that could not wisely afford such space, Mr. Beaupre said:

Good, Strong, Selling Talk.

"This is an effective and good strong, selling talk.

"Starting at the top you are told what the store is doing. "Bargains! Bargains! Bargains," and go on to the second line, with the most display of all, "Semi-Annual Mid-Season Sale," a pointed expression.

"From here you follow on naturally in graded type down the center, and are held by the interesting text. Take that expression 'a long hand reaches into every department of our stocks'—quite out of the ordinary expression, and one I have never seen used before.

Holding Descriptions.

"The type itself runs from big down, and is pleasing as there is not too much black and white contrast. The ad. is artistic and neat, and well balanced; real good commercial stuff.

"The display line stands out clearly for each item, then comes the descriptive matter and a prominent price figure. This descriptive matter is where a great many ad. writers fall down, but notice how pointed and crisp most of these are: 'Full 36 inches is this quality cambric, and bleached pure white, with a fine, close and soft finish, very even weave and suitable for night gowns, slips,' etc.

"Take again the descriptive matter in the panel at the bottom on 'Elegantly made imported Summer dresses.'

"As a rule the descriptions are short and pithy, but even where there is a lot of talk it is usually right to the point and convincing.

"In the center that cut breaks the ad. and serves to hold interest in the whole page. It is quite appropriate 'The prices as here quoted may seem to you as being ridiculously low. They are, but—we have the goods to back up every item.'"

An example of an unconvincing description in another ad. was pointed out by Mr. Beaupre where shoes were advertised at $1.50, and a description given that would have done duty for a $5 pair. The man who wrote thus about a $1.50 pair as the best ever, did not know what he was talking about, and probably never saw the shoes.

"As a rule, if you want to emphasize value, give a description of the goods that people will recognize them as extra value for the price. Don't hammer the price point, that you are giving $5 goods for $2. If they really are worth $5 give a $5 description of the goods."

Another ad. talked about what other stores were doing or not doing. "Say

(Continued on page 72)

A Profitable Investment

An up-to-date figure will bring back the price paid for it many times over.

Evening figure, as cut, $48.00.

With ½ arms and ¾ bust, $30.

It pays to be patriotic and let Canadian-made figures sell your gowns.

Made from Photo.

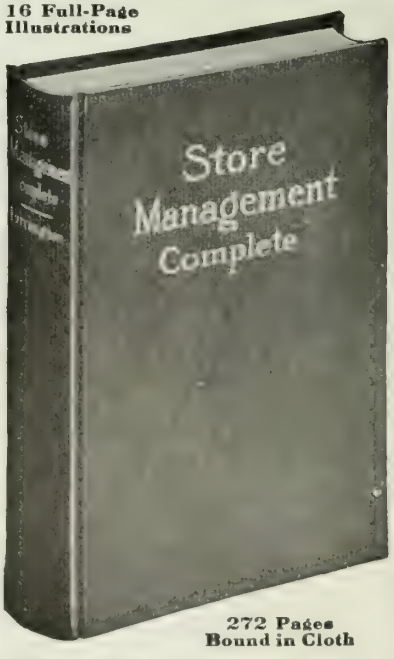
A. S. Richardson & Co.

Old and Tested

99 Ontario St. Toronto

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Better Displays Are Necessary

Just now with war influencing people to save their money, extra efforts are needed by the window trimmer to make more attractive displays that will create such a desire for possession that madame will forget economy. Such results are entirely possible with the help of the elegant Dale wax models which we have just completed for Fall and Winter trade.

A splendid form which can be used to good advantage at the present time is the Dale Waist Form here illustrated. Write to-day for catalogue fully describing our newest forms.

DALE WAX FIGURE CO.
LIMITED

106 Front Street East - - Toronto

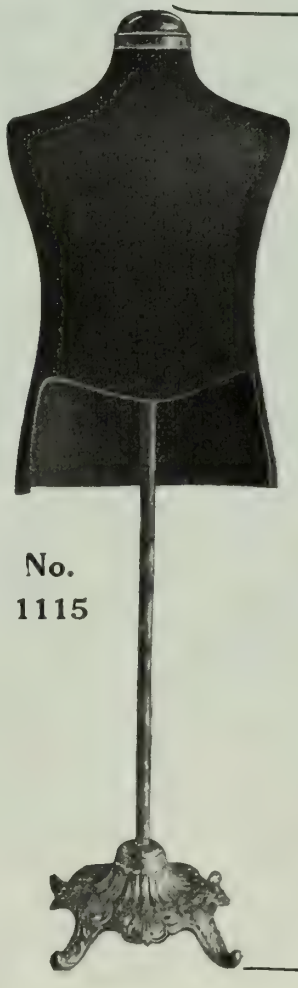
French Wax Figures
Perfection at Minimum Cost

PUT life into your women's clothing displays this Fall by using Hall-Borchert Wax Figures in your windows and throughout your store. No greater sales-producers can be found than really good French wax figures. Send for our new catalog of display forms, manufacturers' models, wax figures, wooden and brass fixtures—all the latest designs.

Hall-Borchert Dress Form Company, Limited

Makers of the Famous Hall-Borchert Adjustable Forms

41 Lombard St. - TORONTO



No. 1115

THE NEW NARROW SHOULDER COAT FORM

Just the thing to show the latest styles in coats.

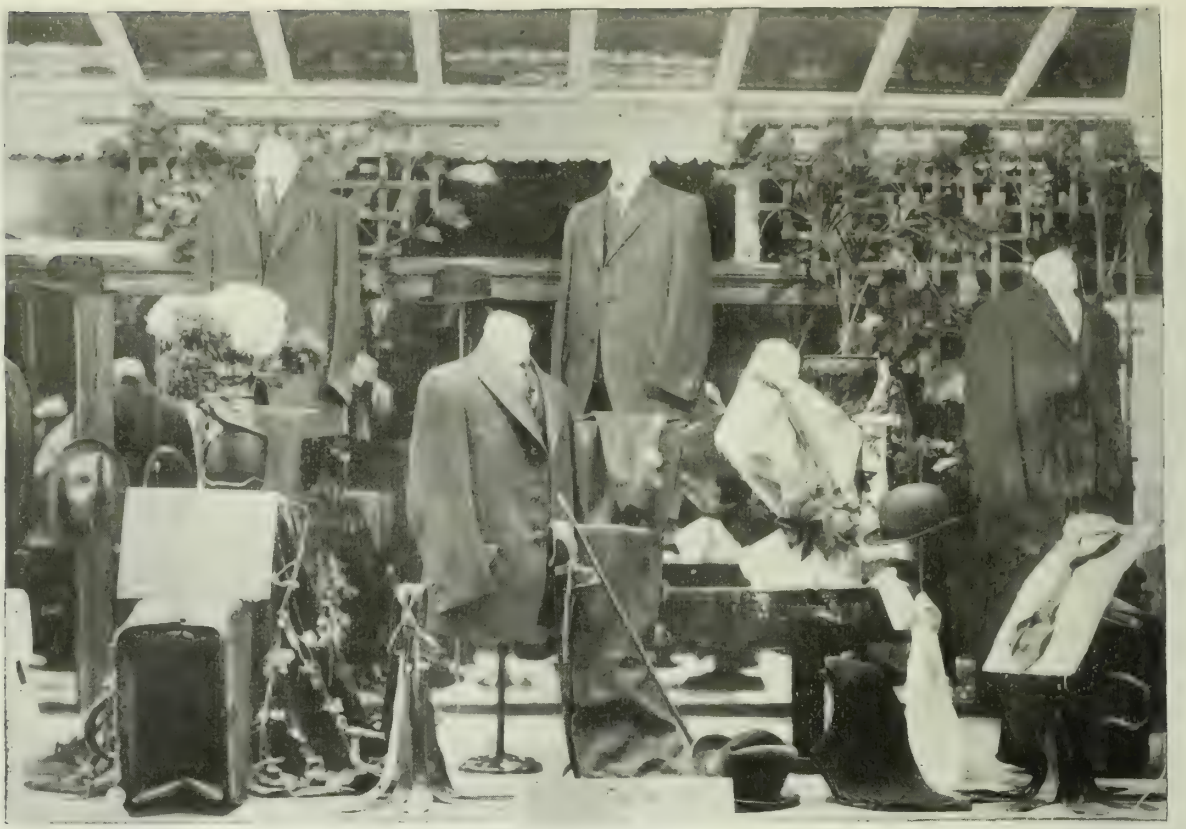
Made in sizes 36, 38 and 40.

Mounted on	Price
11″ black base	$ 4.50
9″ ox. copper base.	6.00
11″ ox. copper base.	7.00
9″ Eiffel base	8.00
On new nickel Tripod base	10.00
No. 1115, as per cut	7.00
On 8″ round base	5.50

SEND FOR CATALOGUE

Clatworthy & Son, Ltd.

161 King St. West, TORONTO



A Fall Opening Display by a Soldier

This window was one of a set entered by E. G. Meadows, formerly of St. Catharines, and later of Edmonton, which won first prize, a gold medal, in the C.W.T.A. annual contest. Mr. Meadows is now with the Seaforth Highlanders in Valcartier Camp.

MEN'S-WEAR WAR ADS.

THE following are extracts from the ads. of prominent U. S. firms in which they announce the relation of the war to stocks and prices:

Buy Early .

Hearns, New York: "This firm has conducted its business without interruption through three United States wars and many European contentions. * * Our experience is at your command (we have prepared for your wants), and we repeat that it is time to think and to act. Merchandise the United States imports, if needed by our customers, should be purchased now. * * There is an abundance of such in our August sale and clearances at special prices, and elsewhere throughout our many departments at our regular prices. We are fair with you; be fair with yourself and take advice on European merchandise. * * You may ask why we do not keep quiet and make the extra profit. * * Such is not our way. We plan for quick sales at moderate profits and thus retain your confidence."

Prices Will Go Up.

Strawbridge & Clothier, Philadelphia: "Fortunately, we have very large stocks of merchandise. It is our policy to anticipate demand long in advance, and, in general, to order deliveries early, especially in everything not depending upon sudden fashion changes. There should be no hesitancy on the part of our customers to buy freely of merchandise needed now. In fact, there are many reasons for believing that present values will not be obtainable later on."

New Variety of Sherman.

The Hub, Chicago, uses the heading, "War Is Hell on the Consumer," and says: "The cost of commodities in this country is advancing by leaps and bounds. As usual, the consumer pays the freight. Importation of woolens has been absolutely shut off and clothing is bound to advance. The suit sales now going on here give you a chance to beat the increase in advance. We are selling smartly designed, full silk-lined blue serge suits at $14.75 that have never been sold for less than $25 and $30. They are strictly high class. They are made right here in Chicago by a house that is renowned for quality, style and volume. The same qualities will cost from 20 to 30 per cent. more than $25 and $30 later on. Why not beat war prices in advance?"

STUDS INSTEAD OF BUTTONS.

There is a movement among retail jewelers to induce shirt makers to use buttonholes instead of buttons in certain lines, especially soft fronts, in order to increase the sale of studs.

MANY ADS EXAGGERATED AND NOT CONVINCING.

(Continued from page 70)

more about the goods and less about other things," was the criticism of this.

Christmas Lists With Prices.

Another ad. for Christmas had a long list, nicely arranged, of suitable presents for Christmas, a very nice and complete list; a list that everybody would find something in. But this ad **he considered almost useless:—there were no prices mentioned, and tests had proven that Christmas lists without prices were almost useless.**

In succeeding issues The Review will reproduce other ads. that were entered, and indicate favorable or unfavorable criticisms that were made upon them.

Smith Trading Co., Elgin, Man., has been succeeded by the Elgin Cash Trading Co.

J. A. Valentine, Lanson, Sask., general merchant, has been succeeded by Valentine & Kerr.

H. Leff, Port Arthur, suffered a serious loss by fire to his stock of dry goods and boots and shoes.

Fred C. Rogers, Fort Frances, Ont., fur merchant, has improved his store by a brick front and large plate glass windows and mirror sides and backs.

Judges' Report on Card Writing Competition

THE PRIZE WINNERS

No. 1.—First prize card winning gold medal in class 1 for most artistic pen or brush-lettered card, used for opening or special announcement. Won by James Jervis.

No. 2.—Second prize, silver medal, class 1. Won by Will Surman, Chapples Limited, Fort William.

No. 3.—First prize, silver medal, class 2, for the best plain lettered price-card. Won by A. W. Murdison, of R. H. Williams & Sons, Regina.

ON the left are reproductions of the cards which won first and second prizes in Class One and the prize in Class Two at the competition in connection with the Convention of the Canadian Window Trimmers' Association, now changed to Display Men. These were the unanimous choice of the judges from a large number of entries, and the reproductions, for the most part, bring out the merits of the original cards.

Nos. 1 and 2 were for opening or special occasion cards. No. 1 is a bright, snappy card, with clear inscription. The main part of the announcement, "Blazer Jackets," stands out boldly and is given strength by the use of an outline of a nice shade of tan, edging the black letter. The letters are of brush stroke, neatly executed. The illustration on the right is a pen and ink sketch done by the card writer, with a delicate water color background, which makes it stand out in relief. The figure itself is well chosen, illustrating the goods advertised in a free and easy style.

The second card was a strong contendant for first position, but lost its chance through the misplaced use of a bright green air brush wall which is scarcely visible in the illustration, but detracted from the legibility and artistic appearance of the lettering. While air brush work on such cards can be approved of to some extent, the tendency on a large number of entries was to "plaster" this on to the detriment of the whole appearance of the card and its practical value. The writer of this card has executed some of the best work published in The Review in the last few years and is particularly strong on the artistic use of illustrative cut-out figures. In some cards submitted by contestants, these figures were so large or so bright that they utterly dwarfed the lettering and lessened the effectiveness of the card as an unobtrusive "guide mark" to the merchandise.

The third card shown was the best of the price tickets submitted. The border was an attractive design of Christmas colors, red, green and gold, but good as this was, it constituted no handicap to other entries, as the prize was awarded irrespective entirely of this. It won from its simplicity, legibility and the neat prominence of the price. One of the strong additional features was the evident speed with which it could be executed, being of a brush stroke lettering of a type that lends itself to speed, and which after all, in most stores, is a valuable consideration in the turning out of price cards, especially for interior work, such as this evidently was.

Many of the other samples exhibited showed the price only, which the judges held to be a grave mistake. Such a card lacks the individual appeal, whereas the prize card draws attention with its definite wording to a special article, and carries with it a suggestive force that is nearly always lacking in a ticket with figures alone. The figures in this card are well executed; the lettering is plain black, and stands out very distinctly. The one which, in other respects, was next to this, had the price letters shaded, which put it into the fancy class, and in any case it was not as distinct, as the letters were crowded and ran into each other.

Judges:—J. C. Edwards, instructor in card-writing; H. C. MacDonald, Toronto, and H. H. Black, Dry Goods Review.

Odd Twists and Fancies in Men's Fashions

A NEW SOFT SHIRT COLLAR which is being shown for the Spring, 1915, trade is different in that there are no button-holes and the front lies low on the neck.

* * *

A CONSIDERABLE SHOWING OF BROWNS and burnt orange is to be noticed throughout the autumn neckwear displays.

* * *

This drawing illustrates a new "slide back" union suit which the Manhattan Shirt Co., of New York, will put out for next Spring. It will be made in a variety of fabrics of special design and every button will be sewed on by hand.

* * *

A NEW COLLAR BAG has been brought out for Christmas trade which has a base of leather and top of velvet. The latter is more flexible than a leather top.

* * *

A CANADIAN BUYER prophesies a strong demand for the black stripe shirt in England and in Canada as a result of the war and the loss of life that has taken place and still is inevitable.

* * *

THE PUGGAREE BAND on soft hats is becoming as weak a seller as the taper straw hat.

* * *

THE PNEUMATIC OR "CUSHION" edging on brims of soft hats promises to be a good spring seller. A cord is run inside the felt band.

* * *

SOME OF THE NEW LOUD SHIRT PATTERNS which are shown include large plaid checks, about two-inch size, in bright colors—bright pink and live shades of blue and green.

* * *

NEW MUSHROOM PLEATED SHIRT FRONTS are seen with floral patterns with small individual designs.

* * *

AN INVENTIVE GENIUS in the States has brought out a "Panama" scarf, showing in the pattern the continent of America and the new canal.

* * *

A LONDON TYPE of boys' overcoat is made in plain grey cheviots and has neither a belt at the back nor a strapped cuff.

Sample of a "war" tie brought out in U.S.

A NEW UNION SUIT gets rid of the ten or a dozen buttons in the front by having a little flap and one button. If this comes off there is an extra button hole so that a flat collar button can be used to close the suit.

* * *

A MIXED SILK AND CORDAL overcoat has been brought out for Fall, the wool being black and the silk white. They are of the slip-on pattern, with Raglan shoulders, very full sleeve, no vest at back and lined with silk or satin.

* * *

IN ENGLAND THE BLACK SHORT COAT which is fashionable has one button and fits the waist closely. The lapels are long and wide, and no flaps on the lower pockets. The collar is very narrow. The vest is low and long and the trouser has a small shepherd's plaid pattern. It is slightly peg-topped and is not turned up.

* * *

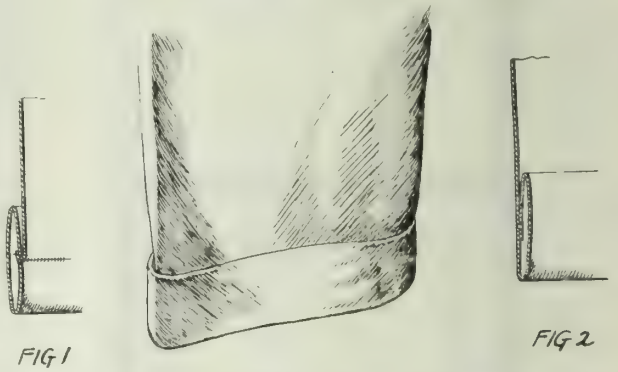
A MILWAUKEE FIRM has invented a knitted collar for vests and coats which may be worn turned down or standing.

* * *

A NEW IDEA in closed crotch underwear is a gorepiece or gusset insert which extends through the crotch from end to end.

* * *

A TWO-BUTTONHOLE DOUBLE CUFF has been put on the market to replace the ordinary one with four-button holes. One of the advantages is that where the shirt is too long the cuff may be rolled back to suit. as



there is no companion buttonhole that each has to fit into. It may also be lengthened, similarly, if too short. The sleeve part under the cuff is, of course, narrower to allow of the link joining the two holes.

* * *

FOR 1915 NOT ONLY are there soft collars again of the same materials as the shirts but there are also bow ties made of the same stuff; this is a distinctly novel idea.

* * *

IN THE CANADIAN TRADE there are now double cuffs for shirts made without starch. The principle is the same as the double stiff cuff, the arm of the shirt being attached to the centre of the cuff band leaving two free ends either of which can be used.

* * *

A NEW FEATURE OF SOME of the better shirts for Spring is the fact that the front pleat goes right to the bottom of the garment instead of being discontinued below the buttons.

A NEW TYPE OF UNION SUIT is being brought out by a United States firm. It is a regular one with the addition of a knitted cuff below the knee, which holds the drawers down and does not bind the leg. The garter is held in place by loops on the cuff and does not touch the leg. The manufacturers of this garment say it is "intended for all-the-year-round wear; it is roomy at the knee, obviates any awkward appearance at the ankle, and keeps out the cold wind, because the cuff fits snugly about the calf."—Courtesy of Men's Wear, New York.

* * *

A POPULAR BATHING SUIT in England this year has been the two-piece of a solid ground with club colors as edging to sleeves, neck, skirt and trunks. A few tried shot-silk variations.

A VENTILATED CLOSED CROTCH has been brought out by the Newport Underwear Mills, which has "an elastic insert of ventilated cloth fabric" in the crotch. This allows the heat of the body to get out and prevents the perspiration that hardens the crotch part.

* * *

A WELL-KNOWN NEW YORK clothier picks as the styles in overcoats "the modified Balmacaan and form-fitting, short, double-breasted coat.

* * *

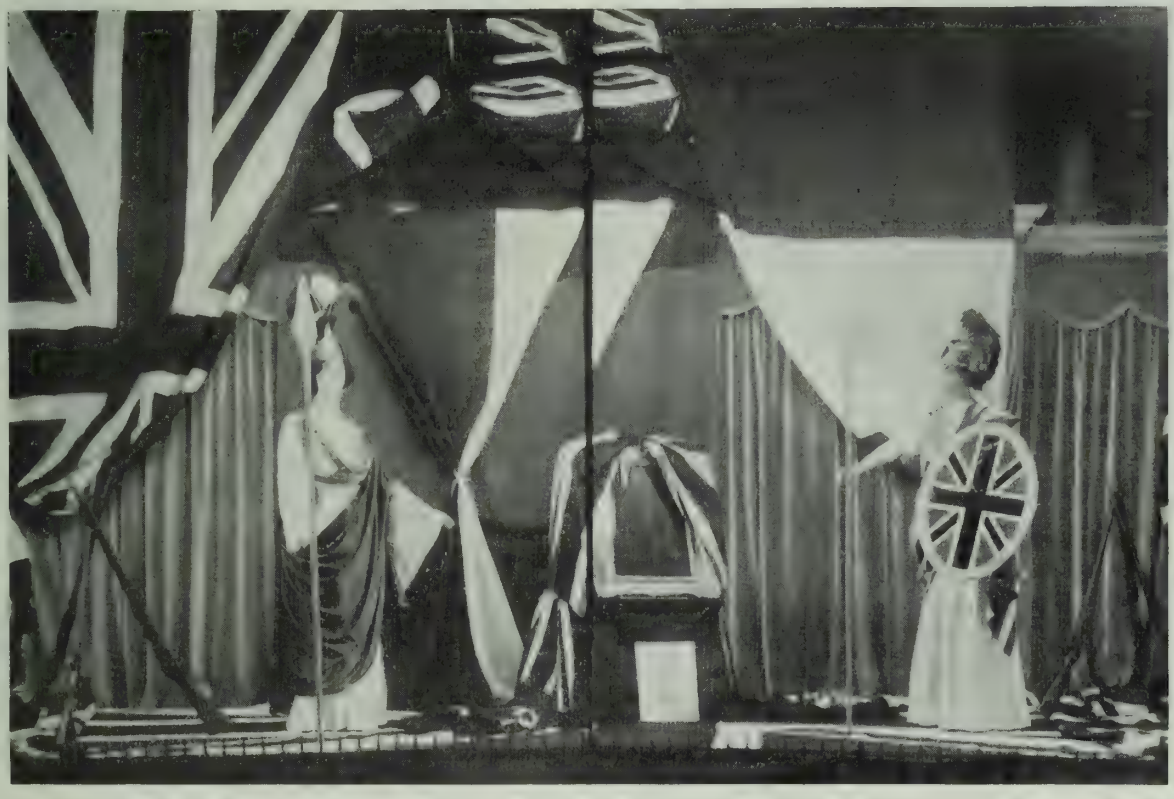
A NEW TYPE OF COLLAR seen in England is a stand-up with small wings, and a flap extending along the bottom except for a couple of inches in front, to conceal the tie band.

* * *

A "BACHELOR OUTFIT" has been designed in the form of a leather bag with separate apartments for collar buttons, scarf pins, etc. These are equipped with needles and thread and buttons, a very handy combination.

* * *

THE WIDE TROUSERS now used in England must be discarded if the close-fitting frock coat comes in to replace the morning coat as many think probable.



Patriotic Window in Honor of Winnipeg Soldiers

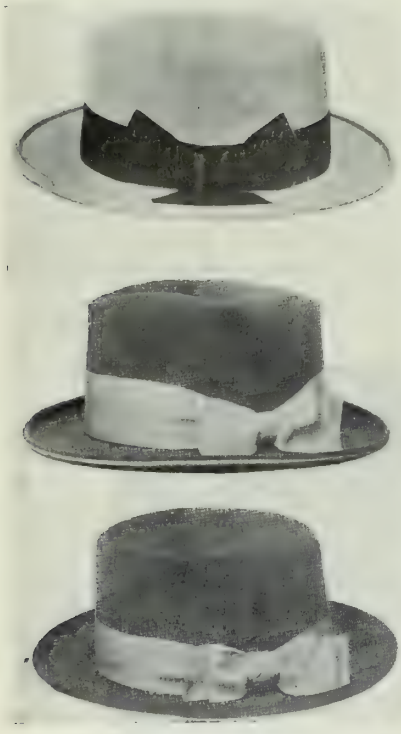
THIS window was trimmed in honor of the Winnipeg soldiers as they were leaving for the front, and is the work of Gerald R. Macgregor, for the Hudson's Bay Co., of Winnipeg. An officer of the 100th Grenadiers described it as "one of the best patriotic displays" he had seen and very appropriate, and beyond criticism. He further declared that it was an inspiration to those who saw it, and carried a strong appeal to every man.

"The floor of the window," as Mr. Macgregor describes it, "is covered with a large Union Jack, and one is draped at the back as well. On the right is the French flag, with the Canadian draped on the top, and in the centre the Belgian and Russian. The King's picture and the figures represented Britannia and Liberty." Both these figures are very gracefully draped, while the stacked rifles at either side add a military air. The window card reads "For King and Empire." Owing to difficulties in photographing the whole window, it had to be taken in two parts.

Indications are that Spring Hats Will Cost More

English Manufacturers Claim Ability to Supply all Former Needs But at Higher Prices—Lower Crowns in Straws and Black Bands in Soft Hats Strong.

From interviews with buyers



STYLES FOR SPRING, 1915.
The top hat comes in Leghorn, Bangkok and Panama. The second shows the contrast in colors carried out in a narrow strip along the brim. Fried, Grills & Co., who are showing these lines, are strong believers in the Alpine block for the best trade.

SAMPLES of straws for the Spring trade are now on the road, and it looks as though 3½ by 2 will be the big seller, although 3¼ and 3¾ will be in demand, but only in back towns. The 3½ has taken the place of the 3¾, which had its day, only running for a few weeks, during which season it could not be secured fast enough. It was signifleant that the merchant who asked early this year for the high crown, bought low crowns when he came to buy his second supply.

Black Trimmings Popular.

Trimmings will be much the same as this year, though they will be a little fancier. Very little colored trimming will be worn, and blacks will predominate. Braids for straws are imported from China, and may be more difficult to secure with the present unsettled conditions.

Panamas, particularly in smart young men's stuff, have had a very large sale this year, and it is predicted the season will be a big one yet, particularly in fancy stuff.

Blues Strongest in Softs.

In soft hats, Alpine blocks will have a big demand, even among the best-dressed young men. Lighter contrast trimmings will be in vogue for Spring. As far as can be learned, the dish brim is passing out of favor. Better class men are asking for smart ultra stuff, and blues will be in biggest demand, although greens and darker shades are coming along strong.

Hats are going to be higher in price without a doubt, and considerable difficulty will be experienced in securing stocks from Europe, except England, whose manufacturers advise that they will be able to fill orders, although the cost may be a little higher. The Austrians, who have led the world in velours, will lose their trade entirely. Felts from Germany will be missing. Trimmings are also imported from that country.

Stiff Hats Slow.

Stiff hats have been slow, and the only thing that will produce a revival is something decidedly new. Young men are looking for it, and will not buy until they see a decided change. The trend for Spring is in the direction of high crowns, tapered to a real bullet shape, with heavier rolls.

In the past six months the demand for caps has been slow, due to the big demand for soft hats. It is picking up a bit now, and some sorting is being done for Fall. Styles are tending along the same models, banded caps being most in favor. There is being shown now a four-piece crown, with large button. Broken checks and quiet patterns are in biggest demand. Little rough stuff is selling.

DYESTUFFS UNCERTAIN.

Canadian Manufacturers Likely to Find Difficulty Here.

A circumstance which is going to present a serious problem to the trade is the fact that Germany makes 75 per cent. of the world's dyestuffs. The quantities of this used in the manufacture of hosiery, gloves and sweater coats is sufficient to make the Canadian dealer wonder where it is to come from. The German Government is allowing dyestuffs to leave the country now, but English warships may object, and insurance is so high, that it is a question whether manufacturers can get it out or not. In any case this is likely to affect the price of highly-colored sweater coats, or to make it impossible to get them at all.

From the Fall lines of E. A. Mallory. The top one, an Alpine block, looks strong also for Spring.

Many New Features Showing in Spring Shirts

Moderately Priced Lines to Be Strong, But Some New Novelties —Double Lengths in Sleeves—Reversible Soft Cuffs—Soft Collars Without Buttons and Ties of Same Material—Silk Fronts and Cotton Bodies, Etc.

CANADIAN shirt manufacturers are now directing attention to the Spring business, and some of the travelers are already on the road with the samples. While there are a number of new and interesting features which are to be noted in the new garments being shown, the strength of the Spring lines will be in staples, with the idea that there will be a stronger demand for the more moderate priced lines.

Generally speaking, the feature of the Spring lines, as predicted, is a continuance of the high colors, in the wearing of which the continental influence, which has already had its effect in the American cities, is shown. Colors are for the most part, however, confined to patterns rather than to backgrounds, and there are strong showings of stripe combinations in which blue, pink, red, and green predominate.

Cross Stripes are Weak.

An outstanding feature of the Spring lines is the weakness of the cross stripes which have been so popular during the past couple of seasons and there is also an absence of the cross pleats.

The pleated fronts, however, are holding their own remarkably well and in this connection there is a new feature in a combination of pleat and stripe, the stripe being left plain and the white space between pleated; this brings a narrower pattern into the front than is seen in the body of the shirt.

Two Length Sleeves.

One of the big Canadian manufacturing concerns has introduced a new feature which promises to become very popular in the trade. This is a range in which there will be garments with different length sleeves. This has been one of the weak points of the ready-made shirt. There is the business man who may desire to have the length so that the cuff will be shown at all times, while others will want a shorter sleeve for the reason that their employment may be responsible for the band being easily soiled. Again there are different opinions as to the length of the coat sleeve. With the different length sleeves the retailer should be in a position to much more readily supply the demands of his customer and give more general satisfaction.

THE NEW FEATURES.

Ranges with sleeves of two lengths in the size.

Soft collars without buttons in self materials.

Bow ties same material as shirt and collar.

Silk fronts with bodies of cheaper material.

Sport shirts with new fold back collar.

Front band extended down full length.

Garments sold in envelopes of waxed paper.

A reversible soft cuff.

High colors continue in patterns.

Pleated fronts still strong but no cross stripes.

Strong showing of moderately priced garments.

Weakness of cross stripes and cross pleats.

A Double Soft Cuff.

The continued popularity of the soft cuff on shirts for all times of the year has led to an innovation in a double soft cuff which is on the same principle as the double stiff cuff which has been displayed in the trade for some time. The bottom of the sleeve is attached to the center of the cuff band rather than to one side which allows two wearing ends and a double exposure.

Collars and Ties of Self Material.

A feature of the Spring lines will be an effort to revive the popularity of the soft collar which is being made in the same materials as the shirts. A new idea is a collar without the button holes. Instead of being held up by the pin or cross tape as in the past, the ends will be loose, and the collar will lie flat at the front.

An entirely new idea with the soft collar will be ties of the same material which will usually be tied in bows.

Another new idea which we have seen in the Spring shirts is to continue the front band down the full length of the garment instead of only so far as the row of buttons.

Some Novelties.

The demand for a silk shirt has led to something new in a garment with a front of silk and the body of cheaper material, which, however, will have the same pattern and the same coloring as the front. A special effort is being made

SAMPLES OF SPRING SHIRTS.

Here are some of the new things brought out for the spring trade. The one on the left is shown in a candy stripe; it is retailed in individual envelopes of waxed paper. The pleated front is new in that the pleats are only between the stripes. The new collar, without buttons, is shown in the same material as the shirt and also a bow tie of like material which is unique. A shirt for the holiday trade with special box is shown; it has a silk front and body of cheaper material in the same pattern. Shown by Tooke Bros., Ltd.

to put this garment into the holiday trade and it will be sold in appropriate individual boxes.

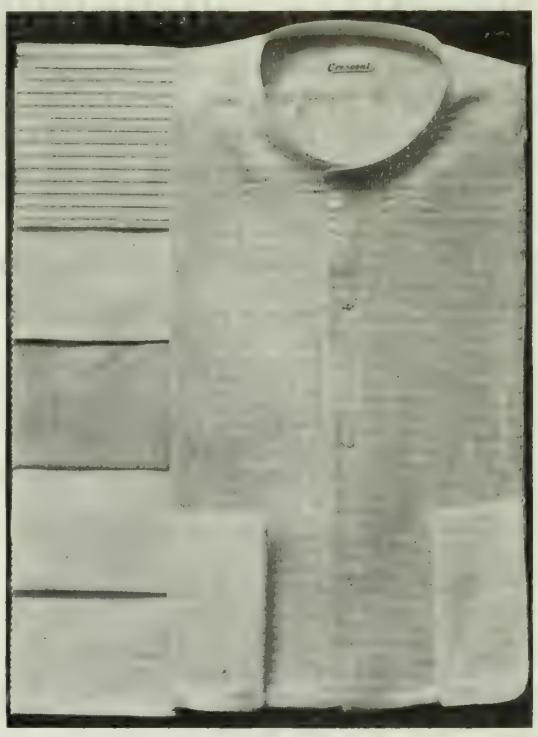
High class shirts will also be sold in envelopes of waxed paper, which prevents anything in the way of soiling and leaves a good impression with the customer.

Sport shirts for next Summer are being made with the new convertible collar which can be folded back, leaving the neck open, after the fashion of a coat or sweater. This garment has a breast pocket.

Some New Collars.

There will be a number of new collar shapes displayed which will be in plain and madras. The latter will continue its popularity next year and there will be some new designs and patterns. It looks like a continuance of the open and long pointed shapes but it is yet rather soon to predict definitely.

McNaughton & Green, Sudbury, have opened a stock of men's furnishings and groceries.



SHIRTS FOR SPRING, 1915.

On the left are swatches of silk shirtings, the two stripes being heliotrope and black, and the others tan and light blue. The shirt has a silk mushroom bosom, with soft double cuffs. Shown by Crescent Manufacturing Co.

Bigger Business for Canadian Mills Due to War

Government Orders and Extra Demand for Hosiery—Choice of Lower Priced Underwear for Spring is Public Fancy from Sense of Economy—Silk Fibre on Hand.

THREE things will determine the amount of knitted goods sold this Fall: the war, the weather, and the disposition or ability to buy first. The war has had the effect of eliminating certain German lines from the market, diverting this business to Canadian and British houses. Secondly, those who are observant declare that this will be an early and severe Winter. Thirdly, there will be a disposition not to buy heavily for a time at least.

Retailers have stocked well in a better grade sweater coat. This is rather unexpected, and the only explanation to be offered is that they carried over a large stock of medium and low-priced coats. The demand will be chiefly for plain colors, and not for the red and green stripes which used to be so popular. Greys are an easy first, navy second, followed by maroon and brown. The pullover sweater is not so popular. The big coarse-knit coat is in favor. This business is pretty well controlled by Canadian firms. German goods that will be missed are shawls and boys' jerseys, but these supplies can be secured in England, while Canadian firms have also been entering the market.

The price of underwear is not affected much by the war as yet. Our own factories are able to take care of this business. The war will make a difference if it continues, however. Manufacturers report that the price of wool has advanced, and they cannot replace goods for next Fall at prices secured for next Spring lines. Wool is costing 3 cents per lb. more now owing to increased ocean freights and insurance.

The Dominion Government has placed orders for an enormous amount of underwear and socks for the troops, which has helped to keep the mills running, and in some cases mills shut down or very slack, are running again. Wholesalers express the opinion that woolen socks might be scarce before the Winter is over. Retailers have ordered woolen hosiery almost up to the average. Orders were few earlier in the year, and a rush is expected between now and December.

For the last two years the public has shown a tendency to buy lighter weight stuff. There is another tendency now to buy cheaper goods, though not too cheap. All Summer there has been a tendency to economize. A dollar suit of underwear is good enough, whereas a year ago it was "Let me see the best you've got." What has been said about underwear applies equally to men's and women's.

For the past two years, reports a large Toronto retailer, about ninety per cent. of their hosiery business has been in black cashmere. Cotton, silk and lisle hosiery will be seriously affected by the war for Spring business. Chemnitz, in Saxony, is the great centre for ladies' hosiery, and this supply will be entirely cut off. There will be little change in prices except on lines, the yarn for which is imported.

Samples of silk fibre hosiery were submitted to Toronto wholesalers a week before the war. The announcement was made shortly afterwards that these had been withdrawn from the market. American manufacturers have a large stock of this yarn on hand, and should be able to supply for the Canadian market what cannot be secured here.

As regards other lines of hose, the war could not have happened at a more opportune time for Canadian manufacturers. One firm had recently doubled its capacity and come on to the market with several new lines, competing with the Germans. Another mill has just started to manufacture the very goods that were cut off by the war.

No Dyed Hosiery Deliveries After Christmas?

National Association Executive Take Stand as Result of Scarcity of Dye Stuffs—Lots in Germany but Shipments may be Held up by British Fleet—No U. S. Dyes for a Year.

PHILADELPHIA, Sept. 14. — The knit goods situation was threshed out thoroughly at a meeting of the Executive Committee and Advisory Board of the National Association of Hosiery and Underwear Manufacturers. The lack of dyestuffs was considered the most serious obstacle in the way of business, and it was decided to take no orders for the delivery of dyed hosiery after January 1, as stocks of dyes were getting low. A statement was issued in which it was declared that no immediate relief could be expected in the dye-stuff situation, and domestic dyestuff manufacturers showed it would take at least a year to start any plants for their manufacture, and then only at an outlay of immense capital and some time. Even then only a limited class of colors could be produced. Furthermore it is problematical, if any dyestuff can be imported during the progress of the European war, or for a considerable time after its termination, and in any event prices will be advanced enormously, it was therefore

"Resolved, That it is the opinion of this meeting that the hosiery manufacturer should take no orders for dyed hosiery for delivery beyond Jan. 1, or beyond such time as the stock of dyestuffs of the individual manufacturers will last. Furthermore, that our customers be advised of these conditions, and they are recommended not to commit themselves to deliver any dyed hosiery which is not in their possession on or before January 1.

"Consequently, owing to these conditions existing, it seems that bleached white or undyed hosiery will, of necessity, be the prevailing color for all hosiery for next Spring and Summer.

"At the morning session it is also understood that every possible phase of the situation received careful attention, and it was the judgment of all present that the future was decidedly uncertain, and that it behooved every manufacturer to move very cautiously. The yarn market alone presents a problem worthy of consideration, and with the uncertainty of obtaining sufficient dyestuffs, the manufacturers' troubles were considered to be of a weighty character."

Manufacturers stated that in Germany there were big supplies on hand, but England might interfere in the shipment of these goods. A representative of the Berlin Aniline Works, stated that the German Government was making every effort to ship merchandise to the seaport—Holland, Denmark and Sweden, and to have the goods transferred in neutral bottoms, but that there was nothing definite which he could state. He claimed that the supply in Germany is sufficient to last manufacturers in this country for almost a year. As far as he could learn plants in Germany were being operated in part and that, while they were not remitting money on sales made, they are making arrangements to transmit it in a round-about way. He declared that if he were a manufacturer he would not sell goods to-day to be delivered six months from now on the indefinite basis of receiving supplies. He also stated he knew nothing about prices because factories are partly closed down and a good deal of the raw material has been used for other purposes, particularly for explosives by the Government.

Representatives of dye works claim they were operating to a certain extent, but that the prospect of securing domestic dyestuffs is very small.

It was stated that manufacturing in the United States could not be undertaken before one year.

Boy's double-breasted ulster with stitch-down cuffs, and centre back vent. Buttons close to neck.

GEORGE E. PEARSON,

Member of the MacLean Publishing Co.'s editorial staff, Toronto, who goes to the front with No. 1 Company Princess Patricia Light Infantry. Mr. Pearson is a splendid type of man and has many warm friends throughout the country.

The Princess Patricia Light Infantry, which is now recruited up to its full strength of 1,000 men, will be the first Canadian force to leave for the front.

The regiment is practically all composed of veterans, either Canadian or British, who have seen active service. They present a splendid appearance, and will undoubtedly create a most favorable impression on landing in England. Before crossing the channel the regiment will probably be given a little further training at Aldershot or Salisbury Plains.

After reviewing the Princess Patricia Light Infantry the Minister of Militia, Col. Hughes, sent a cable to Earl Kitchener stating that there was no finer regiment to be found in the world.

WORSTEDS IN SMALL SUPPLY.

Manufacturers are chary of committing themselves on prospects for cloth deliveries. It is known, however, that some of the largest in the trade have had to lay off cutters for lack of material so that the necessity of using more Canadian and American textiles appears quite likely. The supply of Old Country tweeds is ample for some months, but that of worsteds is reported to be rather low. Prices will likely be affected by the probable shortness of supply and increase of first costs to the manufacturers.

The Future of the Closed-Crotch Union Suit

PROBABLY the greatest legal controversy which has ever stirred the furnishing goods trade world, says "Men's Wear," New York, is that one which for the past several months has centered around the form of union suit which has been denominated by the various makers the closed crotch. Letters patent covering this invention have been the subject of a prolonged controversy between the manufacturers and sellers of underwear throughout this and some foreign countries. Many manufacturers have become involved legally, and wide publicity has been given to the various aspects of the controversy in the news and advertising columns of trade papers everywhere. As a result the closed-crotch idea has gained a vast amount of publicity for which it has not been compelled to pay advertising rates. It is safe to say that this publicity has been a very potent factor in the sale of garments embodying this feature. It may also have resulted in causing many manufacturers who never before made such garments to engage in their manufacture, though each has tried to avoid possible litigation by modifying his designs to an extent that he feels safe in producing them and selling them to the trade. The earlier history of this feature is somewhat obscure. Like all controversies involving patents, more than one claims to have originated the idea, and often some feel that the one who succeeds in getting letters patent from the government is not rightfully entitled to them. The original idea underlying this feature may be traced back to 1906, at which time Wm. A. Meredith is conceded by many to have conceived the idea of a closed-crotch union suit. The business development of the idea did not begin, however, until some time later, when a company was organized to sell union suits embodying this feature. The first advertisement which appeared in a trade paper was in March, 1910. This marked the beginning of the publicity which has been so great a factor in the growth of the business.

Almost a year before the appearance of this advertisement the first order for union suits embodying this idea was recorded, and the first patent was granted a few weeks before this first sale of the new garments was made.

As the merits of the idea became known, and as the advertising became more intense, others entered the field, until to-day there is scarcely a house making union suits in this country but what makes suits embodying this feature.

Comments of the Retail Trade.

Notwithstanding the growth and development of the business on union suits embodying this feature, and the many advocates of the merits of the "closed-crotch" idea, there are those who believe that these merits are magnified by the publicity given this line. Notable among these is the head of one of the leading men's stores in the country, situated in Chicago, whose clientele is among the best that exists. He says that his experience handling the closed-crotch union suith confirms him in the belief that the chief merit of the idea is in the amount of printers' ink used to promote sales of the various lines in which it is embodied. This buyer said that the business with this line has been so unsatisfactory that he had about decided to abandon it, except possibly in the basement department. The statement was made, and confirmed by the salesmen who handled the greater part of the union suit confirms him in the belief call a day has been received for "closed-crotch" union suits; that in most cases he was able to sell them the regulation open-crotch garments, and that an infinitesimally small percentage of sales were lost by not having "closed-crotch" suits in stock. He also asserted that after closed-crotch union suits were sold many of the purchasers returned them or asked to have them changed into the "open" kind.

Conversely, another leading buyer of underwear stated that 50 per cent. of the union suit business is done on the "closed-crotch" varieties, and it was his opinion that this style is the greatest improvement ever made in modern underwear.

Another expressed the opinion that while the business in this line is growing greater all the time, because of the merit of the idea, it was not yet perfected to the highest possible degree. Complaints of too much material in the crotch have been made by wearers, while some take the ground that it is more difficult to be fitted with the "closed-crotch" kind of union suits.

Very Favorable.

The consensus of opinion as expressed by underwear buyers in New York indicates that the future of the closed-crotch union suit is considered very favorable throughout the retail market. All of the buyers interviewed on this subject in that city displayed a great deal of interest in this style of underwear for men, and predicted that its popularity would increase steadily each season. Its success, they say, is already an established fact.

Boyd Payne, furnishings, hosiery and underwear buyer for Browning, King & Co., said: "There is no doubt in my mind but that the closed-crotch union suit is here to stay. Our closed-crotch union suit business in our eastern stores at present closely approaches 50 per cent. of our entire underwear business in these stores, while in our western stores more than 65 per cent. of our underwear business is done on closed-crotch union suits. The old-fashioned open-crotch union suit in all our stores has been completely displaced by the closed-

Message from Valcartier Camp

Valcartier Camp, Quebec, Aug. 30, 1914.

The C. W. T. Association,

Gentlemen:—

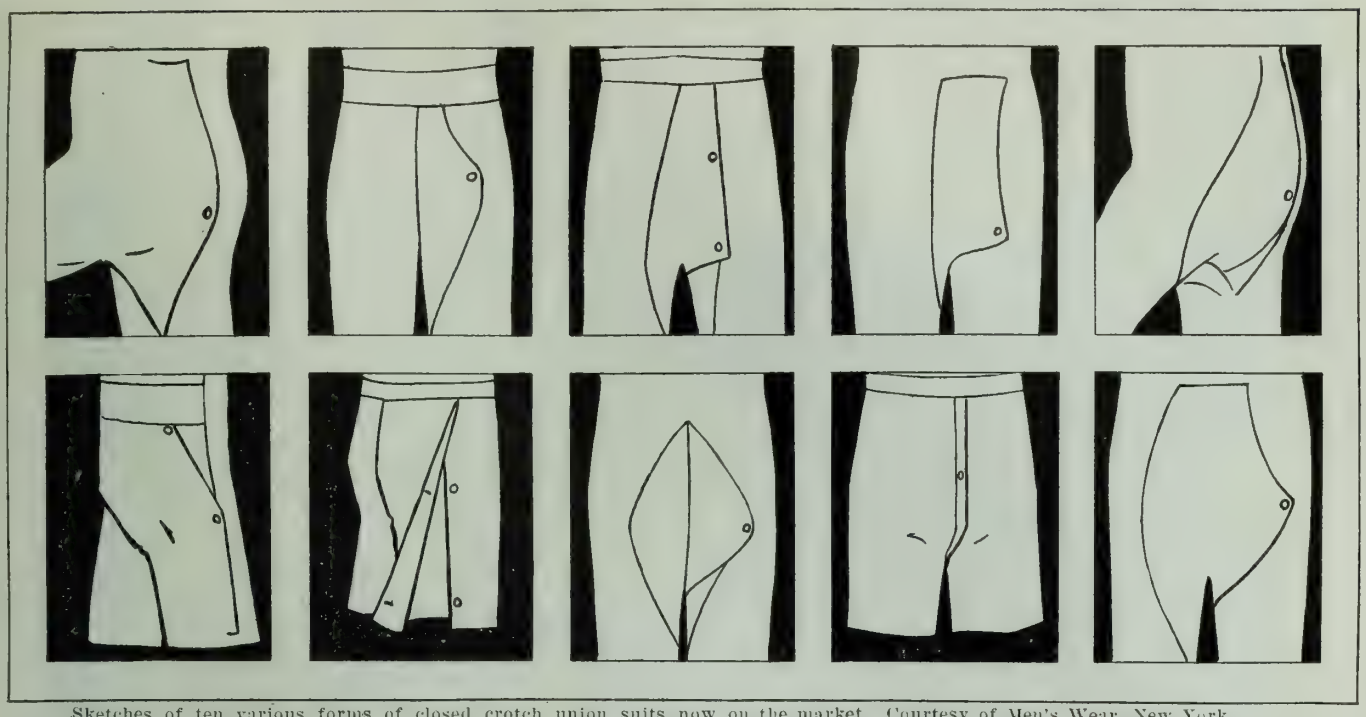
I regret being unable to be present at the recent annual August Convention, my absence being caused by my joining, on the call of my native land, the 72nd *Seaforth Highlanders now in the camp en route for the front. I trust you had an instructive and very pleasant time and that the Association will grow stronger each year.*

Trusting that I may have the pleasure of being with you all again next August,

I remain,

Yours sincerely,

E. G. MEADOWS.



Sketches of ten various forms of closed crotch union suits now on the market. Courtesy of Men's Wear, New York.

crotch garment, and our business on this latter style of garment is increasing all the while at the expense of a proportionate decrease in our two-piece underwear business. To my mind, the closed-crotch union suit is the only thing, and it has taken the place of the old open-crotch style, which we do not carry at all now, just like the coat shirt has replaced the old-style open-back shirt. The closed-crotch union suit is growing more popular all the time, and after a man has once worn and become accustomed to that style of underwear he prefers it to anything else."

The assistant underwear buyer for one of the largest department stores in New York said: "Our business on the closed-crotch union suit is increasing about 10 per cent. each season, and we believe that its popularity is going to continue to grow until it has become one of the most important styles of underwear for men on the market. Although the West took up this garment first, and still leads other sections of the country in closed-crotch union suit business, the East is becoming a greater factor in the distribution of this style of underwear all the time. The sizes and measurements of the closed-crotch union suits now being made by a big number of manufacturers are so nearly perfect that it is an easy manner to satisfactorily fit any man.

Merchant Writes a War Poem Every Night

THE patriotic war time poem, "Canada Awake," which is here reproduced, is but one of many from the same pen since the outbreak of the present war. The author is T. R. Gaines, of Montreal, manager of the Vassar store for ladies.

Mr. Gaines tells The Review that he has written a poem each night since the declaration of the war, dealing with some phase or feature of the campaign which appeals to him. He has written of the glories of the Empire's history, of the world duty upon the shoulders of those of British blood, of the heroes at home—the wives of the men at the front—and of the awful responsibility which lies at the doors of those who have plunged the world into blood. The strongest are those which look upon warfare from the more socialistic standpoint, seeing beyond the glory of victory or the disgrace of defeat, the wanton destruction of human life.

The writer of these impelling verses is not a poet—or rather had not been. He explains that his work has been largely a matter of inspiration, and that he has written something each night since the war began—always based upon some inspiration from the developments of the day's news from the front, or some incident in his own experience. With the idea once grasped, he states that it is only the matter of a few moments to write, and that he notes improvement in his work as the days pass.

Mr. Gaines is having his poems put out in card form, and proposes to issue a small volume later.

CANADA, AWAKE.

Canada, awake! a mother calls in troubled tones to you,
Grim danger threatens, a finger points and shows what you should do.
Duty is beck'ning, take instant heed, to-morrow may be late,
Darker still clouds grow, perhaps, on you depends a nation's fate.

Mighty is your strength, go gather all your sons to join the fray,
Do not falter now, Old England calls on you for help to-day;
Flash the answer forth, we hear thy cry, thou need'st not call again,
Canada will show, by mighty deeds, thy call was not in vain.

When dark clouds lift up, when war is past and gone, and peace is here,
Thy reward is sure, thy deeds a mighty Empire will revere,
Ne'er will she forget, the lion-hearted men from thy fair shore,
None could be braver, descendants from their fighting sires of yore.

Hist'ry, too, will tell, of battles great, in which thy sons engaged,
How val'rous were they, when bursting shot and shell around them raged.
How they helped to win, the Nation's final war-destroying fight,
Bringing mankind peace, establishing forever Britain's might.

Copyright, 1914, T. R. Gaines.

MacLean Publishing Co. in New Quarters

AT the end of August the offices of the MacLean Publishing Co. were moved into the new building, which has been in course of construction for the past year. The above illustration shows the present plant of the MacLean Publishing Co., the new building to the front and left, the old building to the rear and right of picture.

The old building was built a little over four years ago, being used for business offices and the mechanical departments as well. Capacious enough to house the organization comfortably at the time of its occupation, this building ordinarly would have served as the home of the MacLean Publishing Co. for many years. The aggressive policy of the company, however, led to unprecedented expansion, each of the fourteen papers composing the "MacLean group," showing a rapid growth. The staff necessarily grew until the building was found quite inadequate and accommodation had to be found outside for some departments. The erection of a new building on the northwest corner of the lot was then started.

Under present arrangements the new building is occupied by the editorial and business offices. The ground floor is occupied by the business, accounting, circulation and subscription departments, together with the offices of some of the executive officers, including the president, Col. MacLean. The floors above are occupied by the staffs of the various papers, including the business managers, editors, advertising men, advertising copy writers and artists. The old building will from now on be given over entirely to the mechanical and stock departments.

The new building is the result of very careful planning. It is airy, well-ventilated and, above all else, light. There are thirteen large windows on each floor, so that the space within is flooded with light and the facilities for ventilation are equally unexcelled.

For the convenience of visitors the location of the various papers may be given as follows:

First floor (above ground floor).—On right; Canadian Machinery, Power House, Canadian Foundryman, Marine Engineering, Dry Goods Review, Men's Wear Review. On left; Hardware and Metal, The Sanitary Engineer, Bookseller and Stationer, Printer and Publisher and Canadian Grocer.

Second floor.—MacLean's Magazine, The Farmer's Magazine, The Financial Post, Ad. Service and Art Department.

Friends of the MacLean papers are cordially invited to visit the new headquarters of the company.

View of Grounds and Lake, Canadian National Exhibition.

Canadian National Exhibition as a Business Tonic

Crowds in Attendance for Entertainment, the Diversion Needed to Dispel War Gloom and Bring Sunshine—Optimism of Minister of Trade and Commerce—Description of Exhibits That Drew Admiring Attention of Hundreds of Merchants.

IN other years the Canadian National Exhibition has been heralded as a great educational meeting-place for members of the dry goods trade, where not only processes of manufacture were revealed in helpful detail, but where facilities were afforded, unrivalled in some respects, for coming into intimate touch with extensive displays of the newest lines in ready-to-wear garments, both for women and for men, and dress fabrics skilfully draped, with furnished rooms that revealed the most modern development in interior decoration, hats, furs, rugs and carpets, men's furnishings, boots and shoes, and a score of other lines where style and novelty play so important a part.

But the Exhibition of 1914, while affording in undiminished variety and excellence the services of past years, has exercised an even more important function, if the novel part may so be termed. It has gone far, if The Review has read aright, to dispel the gloom, distrust, uncertainty, pessimism that for a whole month seemed to have settled upon the public of this as of other provinces.

The Exhibition of 1914 has proved a sore-needed tonic for the general public as well as the business life of Ontario, and to a less degree of Canada.

A Broad Smile.

War, war, war permeated everything. The people went about with set faces; Canadians just come from London, so near the scene of warfare, were struck by the seriousness of our daily aspect. Business became sluggish, confidence had well-nigh vanished. But the C.N.E. showed a people throwing off care and with a gladsome spirit seeking entertainment in an army of 100,000 and more in a day. **The Exhibition of 1914 was a broad smile waking itself across the sombre countenance of the people of this country.**

Were not the figures inspiring? On Children's Day, 105,000, the largest ever; on the Saturday of that week, Hamilton Day, 115,000, the most people there ever were at the "Fair" on a day of the first week. And Labor Day with 135,000!

Be Of Good Cheer was the inspiriting message it bore all those two weeks. The result can hardly help projecting itself with beneficial effects towards a more hopeful business life and greater buoyancy in every circle of society.

A Chance for Manufacturers.

The inner personal life of the Exhibition—the behind-the-scenes experience is met with at the directors' luncheon gatherings, when experiences, mistakes, lessons and future plans are given expression to with a heart-to-heart frankness. But this year these assemblies were devoted to a series of confident analyses of business conditions that backed up effectively the positive results of crowded thoroughfares and attendance figures. Quite worthy of mention was an optimistic pronouncement of Sir George Foster, Minister of Trade and Commerce, that this was no time for despair, but for seizing upon the great opportunities that lay open to Canadian manufacturers to go after a portion of the foreign trade—amounting to $2,420,000—that had been held by Germany in the year before the war. This was now open to three nations—Great Britain, the United States and Canada. "Do you want markets, you manufacturers? Then go after them." In the face of these opportunities it was the duty of labor and capitalist, of employer and employed, to set their heads together and by proper co-ordination and organization to go after these markets. "Let us be of good

courage," said the Minister. In this way patriotism could find its expression in patronizing the home markets. The manufacturer should buy his raw materials, where obtainable, in Canada, even at a slightly increased cost. The Canadian consumer should see to it that he bought the Canadian product. For the time being the employer could afford to lose his profit, the stockholder relinquish his dividend, and the employee accept a little less wages.

Canadian-made Goods.

There was another note struck at the luncheon on the same day, and destined to a frequent repetition in the speeches, displays and advertising of the following week. This was the Trade-in-Canada or Empire-made sentiment. "There was a limit to warehouse capacity as well as bank credit," said E. G. Henderson, president of the Canadian Manufacturers' Association, "and the people in Canada could help the situation by purchasing, where practicable, Canadian-made goods. There is not a manufacturer in the Dominion of Canada who is not prepared to sacrifice profits, who is not prepared to sacrifice dividends, who is not providing means that men may be kept in employment."

Shoe Prices May Hold While Leather Lasts

President of Big American Firm Predicts an Advance of $1 Per Pair—Some Manufacturers Taking Orders at Old Prices, and Others Working on an Open Basis Until Time of Delivery — "Sales" for the Present.

PREPARATIONS must be made for higher prices for shoes. This is the direct result of the war and the action of the European countries engaged in the conflict of placing an embargo on the exportation of hides. It will be the effort of manufacturers, however, to delay the increases so long as conditions will permit.

The extent to which prices will advance is problematical. The head of one of the largest manufacturing concerns in America is given as authority for the statement that the present outlook is for an advance that will mean a dollar a pair in the retail trade, and that with a continuance of existing conditions the advance is likely to be more.

The seriousness of the leather problem may be realized to some extent when it is stated that seven-tenths of the calf skins used in the shoe trade in the United States and Canada are—or rather have been—secured from Europe, and at present this source of supply is entirely cut off. Practically all the uppers of men's shoes are made from calf and the majority of women's; other skins which are used for uppers are practically in the same position.

The advance in price in the trade of calf skin has been 5c a foot, and there has also been a big increase in the prices for sole leathers, which have gone up 2c to 3c a lb. These figures are from the manager of one of the biggest shoe manufacturing concerns in Canada, but they are not confirmed by the tanners — one of the big concerns making the statement that while there are material advances they did not care to give definite figures at the present time as the market is in a very unsettled condition. Supplies are very hard to secure.

No Basis for New Orders.

There is no definite basis at present on which orders can be taken on account of prices having been withdrawn by the tanners in many instances, but there are many manufacturers who had heavy stocks of leather on hand at the time of the outbreak and who had been running on such short time that they are making efforts to get business on the old basis. However, as soon as there is anything like a strong demand on the market it is certain that the prices will go up and go up rapidly.

Some houses have already adopted the policy with the outside trade of submitting their samples and when orders are given to base these orders upon stock which may be on hand at the time. As to prices, the situation is left open and the figure will be based upon the market at the time of delivery.

In the Retail Trade.

In the retail trade there is no tendency so far towards higher prices. In fact, on the other hand the demand appears to be such that sales are the order of the day and this is particularly true with regard to Summer lines.

The retailer is in the position of being faced on the one hand with the prospects of higher prices for his stock and with a demand and competition which requires price cuts to bring business.

Inquiry of the retailers reveals the opinion that it will be some months before it will be necessary to raise the prices of shoes to the wearer. It is believed that the prices will be kept down so long as there are stocks of leather on hand, but when these stocks are exhausted the forecast of the U. S. firm that advances will amount to one dollar a pair is not considered as being excessive, although in one quarter 75c the pair was given as more reasonable.

Rubbers Also

Crude material advanced 50 per cent. as result of War—Keeping prices normal so far.

THE manager of one of the largest rubber factories in Canada made the following statement to The Review in regard to the very important part of footwear: As soon as war was declared the price of crude rubber jumped 50 per cent. This took place in England, which is practically the world's center for the purchase of rubber, as a great portion of it comes through the Suez Canal to London. Whether this was warranted or not we cannot say at this distance, but it looks as if advantage was taken by those who are practically in control of the situation. In fact in some cases the advance was even more, and we have paid $1.15 in place of 70c. So far as our firm is concerned we probably will be supplied with raw material up to the first of December. We think it will be the policy of nearly every Canadian manufacturer to maintain present prices until it is necessary for them to begin using raw material for which they have been forced to pay the advanced prices. This time may come for most about the 1st of November when sorting business starts.

In a couple of weeks our travelers will be starting out with their Spring samples of sporting shoes, in which although only a small percentage of rubber is used, other materials, such as canvas, etc., have also gone up in price. We do not know yet just what advance will be made to the trade on these Spring lines.

W J. Alarie, Ottawa, has opened a fur, hat and cap store at 225 Dalhousie Street.

Every Pair of Shoes Worth 50 Cents More

All Raw Materials Were Advanced to Manufacturers on First of September, 5 to 25 Per Cent.—Finished Goods Costing 7 to 12 Per Cent. More This Month—Puzzled Over Prices to Retailer.

Written for The Review by a Canadian Manufacturer.

THE shoe situation is a peculiar one: we are absolutely dependent on the fighting countries of Europe; absolutely.

There are some hides in Canada, but such a tiny percentage of our needs that we never take them into consideration.

Let me explain the situation briefly:

All the patent leather is not colt, but all the colt used for patent leather comes from Russia.

On the first of September colt will be advanced 5 to 8 per cent. Some quotations now are up from 30 to 35 cents a foot.

Cut sole leather, that is leather cut into soles, will go up on Sept. 1 from 10 to 15 per cent.

Calf skins come from Germany, Russia and France. These were advanced 2 to 4 cents but since have been taken off the market.

Even the Cloth is Up.

The cloth topping we use, with increases in insurance, freight, and higher cost of exchange, will mean from 3 to 15 per cent. advance.

We sent an order to each of four big firms for 50 dozen skins for trimmings, flaps, etc., and can't get one-quarter at any price.

What was bought a while ago for 7½ cents you can't get now for 14.

Tanners may have the skins but are out of tanning materials, dyes, and other chemicals. That is the way with us, for they all come from Germany.

A prominent United States manufacturer was over in Canada trying to get colt and trimming skins. He went away almost empty-handed.

We put in an order for kid stock to a U.S. tanner: he gave us part of what he had promised and advised us to take anything we could get, even at a greatly advanced price.

The finished goods, on Sept 1, when the advances will go into effect, will average 7 to 12 per cent. more than they do to-day to the manufacturer.

The situation thus is that there has been an advance or will be in practically every item that goes into the manufacture of shoes, and as most of our stocks are bought up to September 1st each year the advance goes into effect then.

No Immediate Advance.

What then will be the effect as far as the retailer is concerned? Undoubtedly there will have to be an advance. Under ordinary conditions this would naturally go into effect as soon as we saw the inevitable result to ourselves, but for various reasons we have decided not to make any increase, so long as we are using supplies which we obtained at normal figures. That will probably mean until the 1st of October or thereabouts. **When that time comes it is not at all certain that the full increase in cost to us will be added on to our price to the retailer. General conditions probably will make this inadvisable, so that it is likely there will be graded increases.**

As matters stand to-day the finished article in our factory and in that of every manufacturer in Canada **will be costing after September 1st from 7 per cent. to 12 per cent. more than it did before war broke out.**

Under these conditions every reasonable pair of shoes in retail stores **is worth to-day 50c more than it was a month ago.**

Various estimates have been made as to the advance that must be made to the retail trade, and it is placed at from 10 per cent. to 20 per cent., with an uncertainty, as I said before, as to just when it will go into effect, and to what extent on the first increase.

PUTTING OUR FAITH INTO PRACTICE.

As soon as the first shock of the European war was over, manufacturers and merchants in United States began to ask themselves: "Is it a WORLD calamity? Cannot WE get something in the way of benefit to make up in part for the trouble it will cause?"

This is a question the people of Canada might well ask themselves.

The people of the United States are awake already to the fact that many of the necessities of life—yea, and luxuries—that were formerly supplied by Continental Europe must now be produced in the factories of United States.

Already there are indications that the war spells almost feverish activity in many lines of business in United States.

This is a time for the manufacturers of Canada to buckle down to work and make and sell right here at home many of the things the people of Canada have formerly imported from Continental Europe.

And the manufacturers of Canada can count upon the people of Canada to respond to their efforts in this direction. Canadian patriotism is on fire; Canadians never realized until now how deeply they believe in themselves—how strong is their faith in England, in the Empire, in Canada.

Now is the time for Canadians to APPLY that abiding faith—to carry it into the BUSINESS of life.

This much is certain: Most of what we eat and wear and use for months to come—perhaps for years—must be produced on this Continent of North America.

Many Canadian manufacturers—already awake to their opportunity—are arranging to get machinery in motion to supply Canadians with those articles they have formerly imported—the dresses and millinery and perfumes from France; the silverware, enamelware, and hosiery and countless other things from Germany; the parasols from Austria; the laces and watches from Switzerland.

Soon Canadian manufacturers will begin to tell the people of Canada that THEY—our own manufacturers—have these things for them; soon the merchants of Canada will announce that they are well stocked with these goods—of home manufacture. These announcements will come to the people of Canada in the form of advertisements in the newspapers. Watch for these advertisements and when they appear read them and respond to them. It is a duty the people of Canada owe to their country, their industries, and themselves.

IMPORTANT TO MANUFACTURERS.

If you are in doubt about how to word your announcement, or if you wish advice of any kind, get in touch with the business manager of The Review.

Domestic Supplies Make Situation Fairly Good

Particularly is This the Case in Underwear and Sweater Coats —Silk and Lisle Hosiery Certain to Advance, as Have Most Woollen Lines from England—Scarcity of Dyes and Fine Yarns Troubling Makers for Spring.

FORTUNATELY for the ease of mind of the men who are responsible for knit koods supplies for the public, domestic manufactures are in a much more favorable position than in a great many other lines. In sweater coats, for example, as is well-known, domestic makes predominate to an overwhelming extent. In underwear the manufacturers of this country have won and are holding a similar place, and in hosiery this state of affairs is being approached more nearly year by year.

The first two lines are active in another respect: many merchants as well as supply houses came through the Summer with considerable stock on hand, and fortunately styles show very little material change in either line. Some large firms that were short in lines of English underwear scurried around on the first alarm to protect themselves by rapid buying, but since then the situation in regard to shipments from England has improved wonderfully. Unquestionably the supply sent over will fall far short of a normal year, but domestic lines will be used to supplement.

Silk and Cotton in America.

In hosiery the demand for silk and cotton will help Canadian and U. S. manufacturers while England is expected to look after cashmere fairly well. The U. S. is going into the manufacture of artificial silk and the European source will not be so indispensable.

The scarcity of dyes will affect the sweater coat and hosiery men here as in the States and so far no one seems to know how the situation will work out. There will also be a scarcity of the finer wools and yarns and higher prices. One manufacturer has a supply of the latter awaiting him in England, but is afraid the high exchange and carrying charges will prevent him ordering its realease until he sees how prices will be worked out by other manufacturers. Meanwhile a number of factories are working overtime on Government orders for the Canadian contingent.

Like most other lines Spring supplies are threatened more than Fall, and many travellers will not start out on their usual September itineraries.

DUBIOUS ABOUT SHIPPING.

"English goods on the whole will be in pretty good shape. We have received 75 per cent. of our shipments in hosiery, and expect to get goods right along. This applies to cashmere particularly. However, we must expect that the volume of manufacturing will drop with the uncertainty that there is as to the likelihood of British manufacturers receiving payment for their goods. This makes no difference with large and well-established Canadian buyers, but they will hesitate with new or small accounts when they do not know the exact financial condition, and when they are sure of being compelled to wait for perhaps months for the payment of their accounts, because at the present rate of exchange no importer can afford to pay his bills promptly. Some are fortunate enough to have arrangements by which English representatives settle their accounts, and are willing to wait any reasonable time for payments from Canada.

* * *

SILK LISLES AT 35 CENTS.

"We have bought recently in the States fibre silks, both in ladies' and men's, and silk lisle hose in colors as well as black and white, and expect to do a big business with domestic and United States manufacturers. We have been able for example to get a line of silk lisle hose that can retail at the popular price of 35c., and the United States in spite of all reports as to the impossibility of getting raw materials are making their own silk fibre yarns."

WE CAN HAVE PIE.

There was once a good woman who couldn't make pies but had two kind neighbors who kept her supplied with that article of food.

One day her two neighbors got to fighting, and so badly injured one another that neither of them was able to make pies for some considerable time.

What did the pie-less one do? Go without pie? Not much. SHE HUNTED UP A COOK BOOK AND FOUND OUT HOW TO BAKE PIES HERSELF.

Canada to-day is in the position of the-lady-who-couldn't-make-pies.

There are many things she does not make at home because she has been getting them so easily from Continental Europe. But now her neighbors in Europe are at war with one another and so—for some time to come—cannot supply those things.

Canada is too thrifty and serious and sensible a housewife to sit with hands folded at such a time.

While loyally contributing a number of her best sons to help settle things in Europe, Canada will not entirely overlook her other sons who remain at home.

The manufacturers of Canada will get out the recipe book and learn how to MAKE many of the things that Europe can no longer send us because of the war. And in the making of those things the manufacturers of Canada should have the support of the financial interests and the people of Canada.

The manufacturers of Canada are now making much of the woolen goods, motor cars, rubber goods, corsets, millinery, hosiery, silverware—and countless other things—that are used in Canada, and generally speaking are making these goods at least as well as they are being made anywhere else. The people of Canada know that most of these things are being made by the manufacturers of this country. They do not know yet whether the manufacturers of Canada are going to serve them still more by making many of the things that were formerly imported from Continental Europe.

The manufacturers of Canada should tell the people of Canada at this time more than ever, just what they are making and the merits of their products. Let them drive home the facts through the great modern message medium—advertising. Let them use the newspapers to inform the people that they "have the goods." Let them explain that nothwithstanding the war the people of Canada CAN have "the pie"—"home-made pie," and all the better for being home-made.

And after the war is over—if not before—perhaps our neighbors in Europe will be coming to Canada for some of this "pie"—importing from Canada some of the things Canada now imports from them.

KNIT GOODS TROUBLES.

A manufacturer of knitted goods reports that makers will be tied up for want of fine wool and imported yarns. Worsted yarns are in great demand by sweater coat manufacturers. Mercerized yarns, such as are used in silk coats, have been coming from Germany, and this source, of course, will be tied up. The manufacturer who had large stocks on hand would, he thought, be fortunate if the war lasted for some time, and the general result in his opinion would be a considerable advance in the price of all knitted goods.

* * *

ADVANCE OF 10 PER CENT.

An advance of ten per cent on woolen goods in England, which was announced during the last week of August gives some idea of the seriousness of the situation. This with the increased costs of transportation and exchange, etc., directly affects the position of the Canadian trade, particularly as the manufacturers have not got heavy stocks on hand and the advance will also apply to raw material.

A department head in one of the large wholesale firms states that his view of the situation is that the outlook is not at all bright. Wholesalers he says have not heavy stocks and he estimates that their orders for this Fall were thirty per cent. below the normal. This was due to the fact that retailers were working close to the line and were buying as little as possible. The same state of affairs affected the manufacturer for the mills in many instances were only running about half capacity and stocks of raw material were very low.

Raw Material For Soldiers.

With the declaration of war and the advance in the prices in Great Britain comes also orders from the militia department for goods for the contingent which seem likely to use up the raw material on hand. This places the trade in a serious position.

This wholesaler believes that there should be better business eventually for Canadian makers, but it will all take time and in the meantime there is likely to be a shortage. In the first place there is the question of the supply of dyes, and there would be the matter of securing the fine yarns required, for many of these yarns are made in Germany, even those which are used in the manufacture of goods in England.

W. J. Woods, Enderby, B.C., has taken over the men's furnishings and boots and shoes business of Polson, Murrin & Speers, the latter firm taking the stock of dry goods and ready-to-wear carried by the former.

WAR COURAGE.

Many a man in Canada, willing to go a-warring across the seas, is unwilling to fight at home—against the shadowy foes of bad times or of business depression.

This is a time in Canada when Canadian business men should fight—fight to capture new trade and to hold old trade. To stop one's advertising is to withdraw a powerful offensive and defensive force, and to expose one's business without a guard.

If the courage of manufacturers, wholesalers, retailers—the generals and captains of trade and industry—fails, the courage of the nation will ebb.

Keep up your courage.

Keep up your advertising.

Fixed Prices

U.S. Jobbers Protest Against Retailers Forcing Selling Prices to Remain Unchanged.

THAT it would be wise to break away from the fixed retail prices of 25 cents, 50 cents and $1 for underwear was the opinion of President Smith of the Jobbers' Association of Knit Goods Buyers at a recent meeting in New York.

The fixed price custom, he held, had forced manufacturers to produce down to a price instead of up to a quality. A committee was chosen to report on means to divert the abuses of the fixed price.

Dealing with the same subject, Lincoln Cromwell, of Wm. Iselin's, said:

"There have been some peculiar conditions to make the underwear competition uncommonly hard. The retailer has put a Chinese wall around the whole business. He has fixed certain prices on underwear called "popular" prices in the trade, but inexpressibly unpopular with manufacturers, and refused to sell underwear at any other prices. Fully three-quarters of the underwear sold in this country is retailed at $1 a suit, most of the rest at 50c a suit, and comparatively little at higher prices. So all our manufacturing ability and all the selling competition has been focused on two prices. A mill can sell taffetas from 75c to $3 a yard, but Summer underwear mills must shut down if they cannot sell a 25c or a 50 balbriggan or a $1 union suit. For years we have walked into these two price funnels with our products and have squeezed our profits in order to come out at the small end. No industry ever had a harder task master than the fixed retail price of the underwear business. But the trouble did not stop there. The retailer who would not change his selling prices by a cent, would and did change his buying prices. Each year he came back crying that his expenses had increased and he must buy cheaper or fail. We all remember when $4.25 a dozen, 35c a garment, was the jobbing price for most 50c underwear. At that time the average cost of retailing dry goods was probably under 20 per cent. of the sales, and underwear business at these figures showed the retailer a net profit of ten per cent. Now the big retailer's expenses average three per cent. of his sales. As he will not or cannot change his fixed selling prices, he expects the jobber and manufacturer to sell him cheaper each year; and the end is not yet. I do not blame the retailer. He cannot help it."

THE BACKBONE OF NATIONAL PROSPERITY.

Farming is by common consent the basis of our national wealth and prosperity. The farmers of Canada have, for the past two years, been getting top prices for what they have had to sell and have been able to obtain what they have had to buy at moderate prices. The war means better times for farmers.

Where the foundations of national wealth and prosperity are sound and assured, hopefulness may build her structures with confidence.

Business in Canada can and will be good if our business men will do their utmost to keep the bottom in business. Advertising is a good workman for this purpose.

When the Canadian farmer prospers, all is well.

TWELVE THINGS TO REMEMBER

By Marshall Field.

The value of time.
The success of perseverance.
The pleasure of working.
The dignity of simplicity.
The worth of character.
The power of kindness.
The influence of example.
The obligation of duty.
The wisdom of economy.
The virtue of patience.
The improvement of talent.
The joy of originating.

BOOTS FOR SERVICE.

In a window in Montreal was seen a display of heavy tan shoes and top boots of a quality which made them desirable for the use of those going to the front. A neat card accompanied the display, "SPECIALLY ADAPTED FOR USE IN THE FIELD OR SADDLE."

MENS CLOTHING AND FURNISHINGS

SEPTEMBER, 1914

98 CENTS ON THE DOLLAR

ONE of the minor results of war conditions has been the charge by the banks of a discount of two or three per cent. on United States paper money. A number of Canadian stores have followed suit by deducting two cents from every dollar bill presented by an American customer. This depreciation in value is due to the inability of the United States Government to redeem the notes in gold. The same course has been followed with Canadian bills in many cities across the border, and in some the discount has been much higher. It may be said that the latter action justifies the former, but in reality the course taken by United States merchants cannot be held a criterion for Canadian business. It is a more logical proceeding to follow the decision of the banks, whose action is by no means arbitrary, but is simply a common-sense business proceeding. And yet we believe that the merchant may find it to his advantage to consider his own step from a separate point of view, from its effect on his own business. We have come across several instances where a United States visitor resented the "depreciation" of his paper currency and it is probable that many sales have been lost through this blow at the pride of a proud people. Most of the goods that are bought by visitors to Canada at this time of year, such as furs, fancy goods and various novelties, are capable of absorbing that 2 per cent. discount, and thus retaining the good-will of an ofttimes generous spender. At the most it will not be long until the United States dollar regains its hundred per cent. value, even with the banks. The broader question of the recognition at par of Canadian notes in the United States can also be left to right itself as soon as gold becomes available for their redemption.

PUT CHEER IN YOUR ADS.

WHILE the beneficial effects on the trade are being felt slowly, as yet there is undoubtedly a better all-around feeling in the country that is bound to influence buying more and more in the coming weeks. The "Cheer Up," "Keep Business Moving" propaganda that is being carried out successfully in England is being adopted in Canada, with a marked improvement in the general atmosphere. The best tonic of all, of course, was the cheering news that started coming early in September of a positive movement of the allied armies in making headway against the German invading force. This has been of immense service in inspiring confidence in the business and every day world of consumers, for it relieved their minds of the ever-present, though often sub-conscious, dread of temporary disaster.

The retail merchants can do effective service at this time in their own locality. Insert bright, cheery, optimistic editorials in your ads., and share them up with your headings. Talk in a cheerful vein; get your local papers to adopt a similar policy, and it will be astonishing how soon the benefits will be felt.

SETTLE ACCOUNTS AS USUAL

WE BELIEVE most retail merchants realize the need of keeping business as near normal as possible during the war. A few complaints are being heard from authoritative sources, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to wholesalers and manufacturers who are straining every effort to keep collections up to normal, but it is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and dealers who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your customers to pay their accounts if you do not practice what you preach.

A NEW TYPE of collar seen in England is a stand-up with small wings, and a flap extending along the bottom except for a couple of inches in front, to conceal the tie band.

A "BACHELOR OUTFIT" has been designed in the form of a leather bag with separate apartments for collar buttons, scarf pins, etc. These are equipped with needles and thread and buttons, a very handy combination.

ON A RECENT occasion the Prince of Wales wore a four-button frock coat, without full skirts, of black vicuna and lapels faced half way with bright silk. His trousers were tweed with a silver-grey diagonal in the pattern.

Good Times Ahead

THE sudden breaking out of war caused many to "run to cover." Like the chicken on whom the rose leaf fell, some of us became a prey to fear and were ready to declare "the sky is falling."

Now our vision is clearing, our alarm has fled, we have recovered our poise and our courage. We are seeing, also, our opportunity. Swiftly and almost overwhelmingly has come to us the perception of the fact that the competition of Continental Europe has been taken away. We are faced with a condition and an opportunity both tending to our advantage as a country of industry, agriculture and trade. Good times are ahead, if Canada and Canadians see and seize the present opportunity for enlarging their industries and trading.

We must be careful. We must have courage.

How to Win Battles

More Victories Are Won by Siege Tactics Than by Assaults

Apply this to business and see what it means: it means that continuous and steady advertising is more resultful than campaigns that come and go, come and go with long intervals in between.

For an advertiser with goods to sell to suspend his selling effort now is to make conditions worse for himself, and is no sign of that courage which is supposed to possess every Canadian heart in these war times.

WIN AND HOLD YOUR POSITION IN BUSINESS BY STEADFASTNESS IN ATTACK

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"ROCKWOOD"

A SEASON'S NOVELTY
TO RETAIL AT 3 for 50c.

Same style in 2 for a quarter
quality is called

BRIGHTON

ASK YOUR WHOLESALER FOR THEM

The Canadian Converters' Co. Limited.
Montreal

MADE IN CANADA

KANT KRACK

Trade Mark

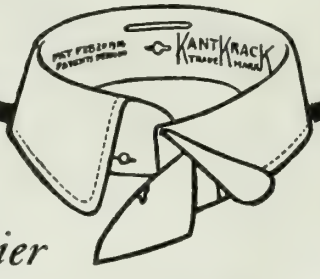
Registered

"ONE GRADE ONLY

Fact No. 1

Concerning "KANT KRACK"

—AND THAT THE BEST"



The Slit Back Makes Buttoning Easier

You might at first wonder why a long slit over the back buttonhole of a waterproof collar was necessary. In the first place, unlike a linen collar, the coated linen fabric of any waterproof collar is necessarily very stiff, and for this reason the wearer often experiences a little difficulty in buttoning and unbuttoning the back button. In the second place the stiff back of a waterproof collar is liable to be very uncomfortable on the neck.

These two difficulties are wholly overcome by the long slit over the back which allows freedom in buttoning and unbuttoning and also allows the collar to adjust itself to the neck, thus giving absolute comfort.

KANT KRACK is the only collar on which this patented feature can be used.

KANT KRACK is made in "One grade only, and that the best." All styles. **We sell direct to the trade.**

Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

MEN'S WEAR REVIEW.

GLASS DISPLAY CASE RUNNING ENTIRE WIDTH OF STORE
UNIFORM CARTONS FOR HOLDING GOODS
MANY DISPLAYS OF TIES ON TOP OF CASES WITH PRICES
GLASS CABINETS FOR STRAW & FELT HATS
ATTRACTIVE TRIM ON ENTERING STORE

Where Plate Glass Holds an Honored Place

An account of this store; of one that has tried out clever publicity stunts; of one that moved to get business: of the latest style features, and the effects of a rush for army cloths on future supplies and prices, forms some of the features of this issue.

OCTOBER : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

MADE IN CANADA

KANT KRACK

Trade Mark

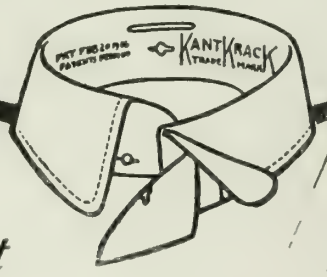
Registered

"ONE GRADE ONLY

Fact No. 7

Concerning "KANT KRACK"

—AND THAT THE BEST"



The back button-hole *is heavily reinforced against breakage*

In overcoming the strain on the back button-hole, added to the long slit is an oval reinforcement around the hole itself. This totally eliminates the possibility of breakage, and, along with the other exclusive features, such as the flexible lip, greatly prolongs the life of KANT KRACK collars.

Order your stock now—**we sell direct to the trade.**

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

On schedule time

The seasoned old railroad man does everything on schedule. Watch in hand he keeps pace with the minutes and hours. He is the very impersonation of precision. He is the man who appreciates the time value of

Carhartt's Overalls

—the man who sizes up value in a cool-headed, matter-of-fact way and places these famous overalls in their proper class—the class that stands the strain without a give. The railroad man is not alone the friend of Carhartt's, for men in every branch of hard labor appreciate the Carhartt features — the double-sewed seams, the reinforced parts where strain is greatest, the self-adjusting suspenders, the safety watch pocket, and not the least, the large, roomy, comfortable cut.

We want a live agency in every town and offer this proposition to the first reliable applicant.

We will send an assorted shipment of overalls, uniforms and workingmen's gloves for your approval. Keep them for 60 days, show them—what you fail to sell and don't wish to keep, return at our expense.

A card will bring it.

Hamilton Carhartt Manufacturer, Ltd.

Toronto Vancouver

Selling Point No. 9

Challenge Collars

have appearance *of* Linen but are better

They represent in a deceptive manner the well-laundered, high-grade linen collar. The styles are identical, but their wearing quality far surpasses any ordinary linen collar made. They have the free tie space which is almost impossible in the linen collar, which you have to depend on the laundryman to keep clean. Your patrons will appreciate your recommendation of Challenge Collars.

Samples sent on request.

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents; J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

"Poole's Paragon Pants Please"

because they are true to name, "Perfect samples of excellence" in style of cut and fabric, fit and workmanship.

They give permanent satisfaction to the wearer, ensuring that essential of successful business —REPEAT ORDERS. When our representative calls, all we ask is that YOU

Test and try before you buy
Your Pant stock for Spring or for Sorting.
For we've specialized in making
Fine PANTS out of Panting.
So, when to buy Pants you are planning,
If sales you'd keep increasing,
POOLE'S PARAGON'S THE THING.

Geo. C. Poole & Co.

Successors to the Andrew Darling Co., Limited

Darling Bldg., Toronto

Penmans

Closed-Crotch UNION SUITS

Cultivate Your Most Substantial Trade!

It pays to cater to the more substantial trade, such as the family provider who buys for several lads the make of underwear he has found to be the best.

Penmans Underwear, being satisfactory at every point, gets the preference with the better class of trade. You reap the full benefit when you are stocked up and ready to fill this demand.

Penmans Limited, - Paris, Ont.

pen Angle
WARRANTED HIGH GRADE
PENMAN'S
KNIT GOODS

MEN'S WEAR REVIEW.

OCTOBER, 1914

Some Low Grade Cloths Will Be Wiped Out

Huge Demand For Army Supplies For France and Russia as Well as England Will Exhaust Wools and Capacity of Mills—Advance in Price of Coarser Lines—Embargo on Khaki Serge—Efforts to Have Cloth Diverted.

QUITE a flurry was created among those interested in men's wear lines by the announcement some days ago that an embargo had been placed on all wools by the British Government. At first it was felt that possibly an exception had been made in favor of the Colonies, but a further cable made it clear that all outside countries were included. At once there were visions of suitings that could not be made in Canada; of the sweater coats business languishing for want of the raw material; of lines of the coarser hosiery and underwear being cut off entirely. For what could Canada do without wool?

In spite, however, of the cabled announcement, there were strong hopes that supplies of wool must be allowed to reach this country, if for no other reason than that war materials were being manufactured here, not only for 50,000 Canadian troops, but for a large section of the British army as well. The net result to date has been that strong representations have been made to the Government at Ottawa, to appeal to the Imperial authorities to allow wools to come over to this country. Some feel that a condition may be made that the use of the wool be limited to army contracts, but this is generally considered to be an impracticable condition. The general opinion is that, in a short time, Canada will not find herself included in the embargo.

For French and Russian Also.

The pressing demands for clothing for the troops, however, will force some changes not only in supplies of cloths but in prices. An agent for a number of British woolen mills, as well as Canadian, pointed out, in an interview with The Review, that not only British, but French and Russian troops depended on English manufacturers as the mills in these countries were not running. What wonder then, that most of the mills where the heavier fabrics are made up are running night and day on Government orders, and in many cases acting under a stipulation that precedence must be given to these. Some are allowed a few looms for outside orders.

"The present situation means that in many instances low priced tweeds will be cut off entirely," said a manufacturers' agent. "The mills that are handling these cannot touch anything but Government orders, and no shoddy is coming from the Continent. Where they are made the price is sure to be advanced. The 49 or 50 cent tweeds undoubtedly will go up to 60 cents, for they cannot get enough yarn, while many lines will not be produced at all.

"Goods up to three shillings as a rule will see an advance of three pence, while for all above this figure, it will be an increase of 4d, 5d and even 6d. In addition there is sure to be a delay in delivery.

"It is likely that the Spring stuff will come out all right and with little increase in price, except perhaps in the cheaper lines. Anything on order now I would say is sure of being delivered.

Embargo on Khaki Serge.

"Of course khaki, which is really a serge, is in the worst shape of all. Many of the cheaper grades are made in Canada, but most of the better, used for officers' uniforms, are made in England. Just now there is an embargo on this also. We have a letter just received from the other side, reading as follows, in reference to two samples we ordered:

"'We are sorry we shall be unable to accept orders on these for early delivery as we are already booked up with Government orders. Further, we might say that khaki serge is at present on the exportation prohibition list and until this is removed it will be impossible for us to ship any goods to these patterns.'

Wipe Out Cheap Serges.

"Cheap serges will be wiped out entirely," added the importer, "and there will be a better chance getting serges of the higher quality, for there is less demand for the grade of wool used in these."

A manufacturer of ready-to-wear clothing stated that already advances had been made in England for the coarser suitings, and that an advance in these to the trade must go into effect shortly.

This would not affect suits selling for $22 and up, as there was less demand for the finer goods. The advance in prices in England on the coarser goods was about 5 per cent.

In discussing the wool embargo with The Review, a wholesale dealer in wool, John Hallam, made the following statement on the situation:

"The embargo, if it holds, will affect very materially the large mills that do their own importing, and the smaller mills that are dependent on Canadian dealers.

"I would say, roughly, that 75 per cent. of the wool used in Canada is imported, and a very large proportion of this comes from London. Nearly all Australian and New Zealand wool, and a good portion of the South American also is marketed through London.

More Wool From U.S.

"Since the U.S. tariff was lowered a year ago and wool put on the free list, the exports from the States to Canada have increased, and there will be some relief there now. However, as their domestic production falls far short of their needs, an enormous quantity is imported from London also, and this is cut off now.

(Continued on page 50.)

Portion of a crowd that has been looking in one of the windows at a demonstration by a young woman of the making up of overalls.

Winnipeg Stunts That Brought Business

Women Made Overalls in Window of Men's Store During Trade-in-Canada Week—Baseball Souvenir, in Series of a Dozen, Meant Twelve Trips to Store—A Theatre Program.

By a Staff Correspondent

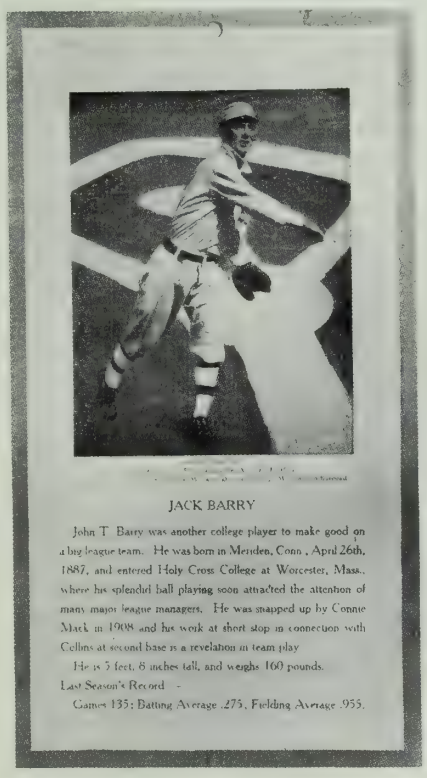
WHEN it comes to advertising, the firm of McNeil, McLean & Garland, Winnipeg, is irresistible and in some ways seems unapproached. They get the business every time. Their little stunts for drawing attention are unending. Like a Maxim gun's shorts, they come one after another, and each hits the market. Altogether they bring down a lot of business.

Some time ago The Review illustrated one or two methods used by this concern, and thought they had been exhausted, but here are several new ones.

The Manitoba metropolis had what they called a made-in-Winnipeg week. Prizes were offered to the stores making the most attractve display of Winnipeg goods. The opportunity was a good one for McNeil & Garland. They carry lines of overalls and working shirts, made in Winnipeg, and the manufacturer being approached, it was found feasible to put a woman and a sewing machine into one of the Main street windows. And there she made overalls all that week.

In another window was a good specimen of manhood demonstrating how to wear Winnipeg overalls. It tickled the fancy of everybody, especially that overalls should be made in Winnipeg. Winnipeggers don't know how much they do make in that city.

The accompanying picture shows one of the attentive crowds that stopped to watch this sewing machine, this woman and this man. Of course, the rest of the windows were trimmed with other Winnipeg makes. Twenty-five different cards were run off for the demonstrator to show the good points of the overalls. If they had double knees, he had to point to them, and then to the card.



JACK BARRY

John T. Barry was another college player to make good on a big league team. He was born in Meriden, Conn., April 26th, 1887, and entered Holy Cross College at Worcester, Mass., where his splendid ball playing soon attracted the attention of many major league managers. He was snapped up by Connie Mack in 1908 and his work at short stop in connection with Collins at second base is a revelation in team play.

He is 5 feet, 8 inches tall, and weighs 160 pounds.

Last Season's Record

Games 135; Batting Average .275, Fielding Average .955.

BASEBALL SOUVENIR SERIES.
This was one of a series of cards presented by this firm during the past season. On the back was a cut of the store, called "The Busy Corner—Head-to-Toe Outfitters." The terms of presentation are explained in the story.

Sold 150 Extra That Week.

The test of course was in the amount of actual business done. They sold 150 extra overalls that week, and won the second prize into the bargain.

This was such a success, it is the intention of the firm to have another demonstration at a future date. People have been coming in for "those overalls shown in the window," ever since.

Another advertising scheme that was successful was the distribution of baseball pictures. These were colored, and handsome—something people would go into the store and ask for. There was a series of twelve, and the firm's conditions were that only one of the series was to be given away each week. Men who registered the first Saturday had pictures saved for them the next week. The number of people brought into the store by this method was astounding.

The firm also gives away neat baseball schedules of the Northern League, each being framed suitable for carrying

(Continued on page 51.)

GLASS DISPLAY CASE RUNNING ENTIRE WIDTH OF STORE
UNIFORM CARTONS FOR HOLDING GOODS
MANY DISPLAYS OF TIES ON TOP OF CASES WITH PRICES
GLASS CABINETS FOR STRAW & FELT HATS
ATTRACTIVE TRIM ON ENTERING STORE

View of left side of Omberg & Co.'s store, taken from the entrance.

Niagara Falls Store That Drew Buffalo's Envy

Unique Methods of Display in Amberg's Men's Store — Raised Show Case Full Width of Store at Rear — Boy's Department Behind—Keeping a Detailed Record of Clothing Customers.

Seasonable observations by a Canadian fashion expert.

THE series of illustrations of Amberg's men's wear store in Niagara Falls, N.Y., almost tells the story itself. The equipment and lay-out are so attractive and practical that most of the features have been adopted in more than one other large store in New York State.

Triangular Show Case at Entrance.

Glance first at the diagram of the store and some conception of the skill in utilizing every chance for the display of goods will be secured. There is a triangular figure in the centre of the entrance: that is, a big show case, larger indeed than is indicated in the drawing; looked after carefully and kept trimmed with goods that cause hundreds to stop and study them every day. Yet enough room is left on either side so as not to obscure the double windows, each with its special message to men: be it clothing, ties, shirts, gloves, hats, underwear, and so forth.

Furnishings in Central Department.

On entering, the store looks different from most men's wear quarters. It is wider, and this width is utilized for a double aisle and a centre that is one of the features of the whole lay-out: the department of ties, collars, shirts, underwear, etc., grouped around a row of pillars and stretching in a double row of show cases to near the rear. Facing these on the left is another row of these display cases, and all the brighter that the beveled glass has no wooden side or top prices. This centre arrangement doubles, the frontage usually given to men's furnishings and is a most impressive and systematic showing. These are all lighted with electricity on dull days, and trimmed regularly. On the left side near the front, beyond the shoes, are glass cabinets for hats, which make a fine showing. On the right side are a series of uniform cabinets for holding clothing. Two rows of semi-indirect lights provide a bright light.

One scheme that The Review has not seen duplicated is a substitute for the ordinary railing across the back of the store along the edge of the office. A show case, brightly lighted, running the whole width, and clearly visible from the front of the store.

Glass, glass, and more glass!

This line of displays can be used for special goods, and has been found a sure seller of stocks shown inside.

Secluded Section for Boys.

Just behind this is the boys' department, also running almost the width of the premises. It is to a certain extent secluded, and mothers go in there away from the men's sections, to buy clothing and other lines for their boys. ,

Using Ledges for Displays.

But the display of goods does not rest with the means already noted. The ledges at both sides, from front to rear, and the centre ones around the pillars, are called in to do their share. Trunks,

View of right half of store, looking towards the rear.

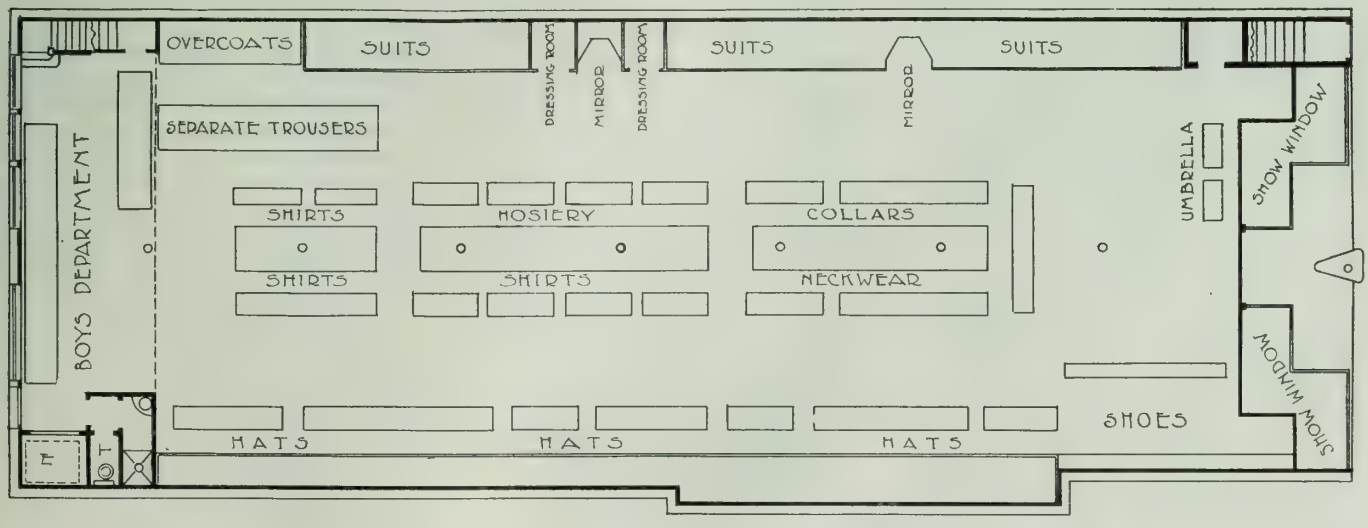
valises, and suit cases get a good chance on the high position, and even shirts are sometimes shown. On the right side the ledges are kept for clothing, such as is contained in the cabinets below. Where there are special sales these ledge trims are divided off and big price tickets used, corresponding to the figures in the advertisements. Sometimes various accessories are used to complete the clothing units.

Putting on Evening Dress.

Following the diagram on the right side may be noticed two dressing rooms, between the cabinets. These are used for trying on new suits, and particularly for allowing a customer to change from business to evening wear without the trouble of going home. This privilege the firm have reason to know is much appreciated.

Under the able management of Mr. Hauser, the clerks have developed a considerable facility in securing data for a most useful mailing list. A copy of the card that is filled in by the clerk is reproduced here, and contains detailed information about the customer that comes in useful later. These lists are used, for instance, when special sales are used, or when the firm have special sizes at reduced prices that their records show will fit these particular customers. The information applies especially to clothing customers, but is often noted after sales in other lines. A dozen expedients are used for ascertaining the name when goods are not sent out by the store.

(Continued on next page.)



Ground plan of Amberg's store, handsomely fitted out, and of unusual plan. Note men's furnishings in center surrounded by attractive show cases, all electric lighted; triangular show case at entrance, and boys' department across rear end.

PARTICULARS KEPT OF CUSTOMERS AND SALES

Prospective	CASH / CREDIT — CUSTOMER	High	Medium	Low	Men's / Y. M. / Boys' — Clothing	Furn	Shoes	Full Dress

Name

Street

Town

Business

Address

Line — Age — Married / Single

Position — Boys — By Self / By Wife

Special Remarks

Special Clerks — Date Stated

Purchases

This form is filled out wherever possible by the clerks, and has proved to be a valuable record for future canvassing. It is a very complete index, showing what was bought, something of a man's measure, his business, etc. If he has boys these are likely to become customers if approached by circulars, etc. Special announcements are sent out to all on this mailing list by the firm. Often it takes two or three visits to the store before the information is secured, but the record on this card is being added to continually. As a nucleus for a classified mailing list it is very serviceable.

WALT MASON ON TRADE PAPERS.

I asked Jim Quackenbush a question—printing things are sure his line: "Say, don't you have the indigestion? You read trade papers all the time."

Old Jim laid down his monthly paper, and wound his whiskers round his neck, and said: "It is the proper caper to read up on your trade, by heck. The lawyer, if he'd make a killing, must read his law-books, day by day; the clergyman, however willing, without research can't make it pay: the doctor, if he'd be a winner, must read the books by experts made; and so it is with wheelwright, tinner, and every man who has a trade. If this is true of lawyer, healer, that each must cultivate his mind, it's just as true of every dealer—none can afford to go it blind.

"This journal here, in every number, contains some fact, or hint, or phrase, to guide the man who deals in lumber, and help him forty-seven ways. And so it is with Griggs, the printer; he takes trade papers three or four: they bring his world of commerce closer, and help his business all the more. Now there's the other fellow, Harkness: for printed stuff he spends no dimes; he gropes along in doubt and darkness, a hundred years behind the times.

"Oh, these be times of stress and hustle, and giants wrestle for the tin, and man, so help me Lillian Russell, must know his business, if he'd win. That's why I take this useful paper, and through its helpful columns wade; and every printer, butcher, draper, should take the one that fits his trade. Now, run along and leave me, sonny; I have to earn my daily bread; and while I'm taking in the money you might sit down and soak your head."

CLOTHING OR DRY GOODS

There has been an evolution in the business at Fowkes Brothers, Oshawa, Ont. This store, which for many years carried dry goods has changed over to men's wear. Mr. Fowke bluntly states that his reason is that he can sell a suit of clothes to a man in the same time that he could sell a pair of stockings to a woman. In the one case he makes three or four dollars; in the other the profit would be about ten cents.

KEEPING TRACK OF STOCKS.

In connection with the men's wear department of the store of Field & Bros., Cobourg, Ont., there is a single method employed by the head salesman for keeping track of such lines as suits, trousers, overalls, shirts, sweaters, etc. A book record is kept of the numbers in stock, size and price. This book is revised from time to time, and on short notice a report can be made of the position of those lines which are rapid sellers and with which the buyer wants to be closely in touch.

AMBERG & CO. No 2802

CALL OR DELIVERY

Date _____ *Finish* _____

Name _____

Address _____

Coat _____

_____

Pants _____

_____

Vest _____

_____

Am't Due _____

Salesman _____

BRING THIS COUPON WITH YOU

ALTERATION COUPON No 2802

AMBERG & CO.

NIAGARA FALLS, N. Y.

Items _____

When promised _____ *Am't Due* _____

Alteration Slip.

GLOVES 600 MILES BY MOTOR.

The glove manufacturers seem to have been particularly enterprising, or at any rate, fortunate, in getting through their shipments in spite of the war. In a September issue of The Review we recorded the steamer Ida having run the gauntlet and reached Canada with a consignment of gloves for an English firm with a Canadian establishment. The steamer Hesperian brought into the port of Montreal recently a shipment of gloves for the Canadian branch of a French firm, that had been sent 600 miles by motor transports to the port of Havre, the railway being entirely occupied with the transfer of troops.

VALUABLE DOCUMENT IN WASTE PAPER.

After lying for years on an open desk with a lot of worthless scrap paper, a discolored sheet of foolscap fluttered to the floor of the office of J. Meyer & Co., knit goods manufacturers, Chicago, and settled a threatened suit over an estate valued at $125,000. The document was a will written in long hand twenty-five years ago by Jacob Meyer, who died August 27th, apparently without disposing of his estate.

SOME LOW-GRADE CLOTHS WILL BE WIPED OUT.

(Continued from page 46.)

"The mills in Canada that will be affected by the embargo chiefly are those making tweeds, worsteds (more or less), blankets, sweaters, and the coarser grades of underwear.

"In the small and medium mills the supply of wool is based on a 30 or 60-day production, and lately has been closer than that. The larger mills usually are provided for four to six months in advance, though this depends on the market conditions.

"Wool to-day is five to ten per cent. higher than it was one month ago. The medium to coarse has felt the advance, the finer grades showing a much smaller per cent. increase.

Domestic Wool Up Also.

"Domestic wool is used for socks and all but the finer grades of sweater coats. This is up also, of course; what sold for 24 cents last year is 30 to 32 cents now.

Even if wools, of course, are allowed to be exported to Canada the price will be much higher. A prominent Canadian agent has received a cable that no quotations can be given on wool at present.

Isolating Men's Wear from Dry Goods--30% Gain

Trenton Firm Found That Receipts of General Establishment Did Not Fall Off and Now Business in Men's Store Represents One-Third of the Whole Turnover.

By a Staff Correspondent After Visit to Trenton

MEN do not like to buy their clothes or their furnishings in a dry goods store "mixed up" with regular women's departments. There are so many ways in which this can be shown that the truth of the statement is obvious. The number of successful establishments which specialize in men's wear is proof of this. The experience of dry goods merchants who have isolated their men's wear department is another proof.

The dry goods merchant who may be considering the advisability of catering specially to men in a special department should profit by the experience of J. Sutcliffe & Sons in their new store at Trenton, Ont.

Opening just a year ago in Trenton, business developed very rapidly and in order to give the extra accommodation required it was decided to move the men's department to an adjoining store, which was also controlled by the company. These new premises were entirely separated from the main store, in fact there is a lane running between them.

Result—The business of the dry goods store showed no falling off in receipts. From the day the men's store was opened the records of the establishment indicated that the receipts here were an entire gain, and to-day about one-third of the business of the whole concern is being done in this men's store.

Give the Men a Store

J. A. Sutcliffe, the head of the Sutcliffe store in Trenton, is firmly of the opinion that men desire to shop in a store of their own; they show a reluctance to enter a dry goods emporium if they can find a convenient place where they can make their purchases in surroundings more appealing to the male spirit.

In a circular addressed to the patrons of the store, it was stated with regard to the new men's wear department: "Opened to give men's goods the deserving place our men's stocks deserve; a men's store for men's goods separate, but sharing in the affiliations and strength of our general business."

Watching for Prospects.

Entering the men's department of Sutcliffe's is to be surprised by the sound of the tick of a telegraph instrument. This requires an explanation. The store is a large one, and for the time being at least, the office of the C.P.R. telegraph and the ticket office of the C. P.R. have been installed here. This course might not be generally advisable and could not be recommended as a rule. but Mr. Sutcliffe says that it works out all right in this case.

In the first place he saves about half his rent expenses, he figures. In the second, all the employees of the C.P.R. at this point have to come to the store for their pay checks and a special effort is made to secure this business—with success, too. A specialty is made of overalls and other lines which railroad men are interested in.

Again, there is the feature that the ticket counter brings a lot of people into the store who would not come in otherwise, and "at least two overcoat sales last week were made as the result," states Mr. Sutcliffe.

Then the railroad office occupies little space, and there is nothing about it which interferes with the men's wear business.

THE WORLD'S GREATEST BALL PLAYERS.

One of each of this series of pictures will be distributed free every Saturday from May 2 to July 18 inclusive. The names of players and dates of distribution are given below:—

	Saturday
Christy Matheson	May 2nd
Chief Bender	May 9th
Eddie Collins	May 16th
Jack Barry	May 23rd
Frank Baker	May 30th
Wallie Schang	June 6th
John McInnes	June 13th
Walter Johnson	June 20th
Joe Jackson	June 27th
Ty Cobb	July 4th
Tris Speaker	July 11th
Jimmy Archer	July 18th

If you wish the complete series call and leave your name, and we will save you one on each Saturday. None mailed and none given to boys under fifteen.

There is no advertising on the front of these pictures.

McNEIL, McLEAN & GARLAND,

Commonwealth Block, City Hall Square.

Winnipeg, Man.

WINNIPEG STUNTS THAT BROUGHT BUSINESS.

(Continued from page 47.)

in the pocket. These are taken on to the field and distributed to the crowds in thousands.

This firm prints programs for one of the big Winnipeg vaudeville houses — "pantages"—one of which is put in every parcel leaving the store. The theatre returns the compliment by using these programs in the gallery. The only cost of this publicity is the cost of printing.

This firm will shortly open a high class men's clothing store on Portage avenue near Smith street.

KICKED STONE THROUGH WINDOW.

One of the plate glass windows in the front of the store of Messrs. Field & Bro., at Cobourg, Ont., was recently broken in a very peculiar manner. A horse was being driven down the street and was evidently handling its feet in a careless manner for it kicked a stone off the middle of the roadway across the sidewalk and into the middle of one of the big lights in the glass front. Insurance companies might consider the advisability of opening a school of instruction for horses as to handling their feet while on business streets.

RED LIGHT FOR TRIMS.

In the Yonge street store of the Semi-Ready Co., Toronto, is a display cabinet in which trims are shown under a shaded red light. The effect is a pleasing one and takes off the bareness and glare of the usual white electric lamp. Of course there is taste required in the selection of the colors to be shown under the red light. The lamp used is an ordinary colored one such as used for signs or decorative purposes.

Do Too Many Models Spoil Hat Business?

So Many Styles That the Fashion of Last Season Does Not Look Out of Date—Stiff Hats Not in Demand, and Are Not Favored For Spring, Either—More Conservative Shapes in Rough Materials for 1915 Straws.

THE FEMININE problem of the selection of the new Spring hat can be understood to some extent by the male who endeavors this season to select his fall chapeau. There is offered for his selection almost everything that his imagination could cover in shape and color—and several others which would better be credited to a nightmare than an ordinary healthy imagination.

Although there has been developed some favoritism for certain colors and color combinations—principally combinations- there is at the same time such a big range that almost anything goes. In fact there are complaints in the trade that the range is so extensive that there are many men who are brushing up the hat of last season and putting it through for another heat—and the point is that no one can tell the difference.

Must Keep Open for Last Minute.

It looks as though there would have to be some changes made in the soft hat business if the fashion is to continue. Not only are there so many novelties now that there is nothing distinct to a season, and people need hardly make a change, but the competition between the manufacturers is so keen that retailers are not able to put any faith in the future market, with the result that they have to leave themselves open for last minute supplies and orders which would have been placed months ahead are now held down to so many weeks.

Two-color effects are having a good sale and there appears to be a call more for the blues and the grays than other shades—with the greens getting weak and the browns coming into the range to a limited degree. But there are so many shades which are permissible and evidently correct, so many shapes, so many different bands and knots that almost anything goes. Blue and pearl have had a good run as a combination but this is too loud to last for any length of time, and the blue and slate appears to be a better effect.

Yet Stiff Hat is Not Gaining.

And yet there can be little doubt but that the Spring of 1915 is going to see another soft hat season. There are few contrary opinions in the trade. There had been predictions that this Fall would see more of the stiff hats but the increase has been no more than the natural development of the Fall season; there is nothing to indicate that the stiff hat is gaining popularity at the moment—but what may be the result if the freaks continue in the soft models would be impossible to foretell. The bell shaped in the stiff has gone out as it was almost certain to do after a very short run, and the taper crown has more to recommend it from the standpoint of appearance.

There are evidences that the stiff hat manufacturers are making an attempt to get in on the soft hat trade. This is to be seen in the introduction of two-color effects after the fashion of the soft hats. A combination of black with gray binding is seen and an extreme model is a dark blue and pearl combination—which is anything but a thing of beauty.

English Makers Slow?

There is a complaint in some branches of the trade of the reluctance with which the British manufacturers follow the changing styles with the result that it is difficult to handle the British felts in Canada. The manufacturers over there are turning out high-class material but the styles are too conservative to meet the demand here. Models can be duplicated when they are sent over but the changing conditions are such in the hat trade at the present time that it is not a business proposition to do so and get a share of the demand before something new is flashed on the public.

A Two-Color Binding.

In some of the Spring models which have been shown to the trade there is still a higher crown than the high crown of fall, a new idea being the elimination of the telescope effect, there being just a slight dint in an otherwise flat top.

A novelty which has been shown is a hat with an emphatically rolled brim and with a two-color binding. There is a broad binding of about half an inch round the brim of a color matching the body material and this is edged again with a contrasting color.

Fedora Crowns More Popular.

It is predicted that the Spring will see a return to more of the solid colors although the contrasts will continue undoubtedly strong. There is also an indication that the telescope and other forms of round crowns will be changed for the dented fedora shape which is merely a different method of shaping the same crown. The fedora crown is the strong feature of the hats which are now being shown on the continent.

Ridiculing Hat Fashions.

The extremities to which the hat designs have been carried in the past couple of seasons and more particularly in the present is leading to a certain amount of ridicule. The Washington Times remarks: "The straw hat of this year has been an artistic failure, sometimes in color, frequently in altitude, always in shape. Of course, once on the market it had to be worn. There was no way of sending the crop abroad to be eaten by the horses of the Cossacks or the Uhlans—which would have been the proper fate for most of the patterns. Now comes the felt hat of 1914-15 with all the possibilities for shapes and names afforded by the war idea. We shall have the Kitchener, the Kaiser, the Pau, the Grand Duke, the Liege (badly dented) the Volga, the Lemberg. The colors will emulate the autumn foliage of all Europe, with dashes of London purple, Parisian blue, Paris green and magenta. The derby hat is a sad thing, hard to the head and a mark for wind and dust. But if the makers do not become more safe, sane and conservative in their future products it may be necessary to go back to the stiff and gloomy derby. Nobody looks happy in it, but few look ridiculous."

Saner Straw Shapes.

Although there are some freaks shown in the straw hat shapes for 1915 the general tendency is for saner shapes than prevailed during the season which has just closed. There will be some high crowns but not many and the popular hat promises to be something conservative both in crown and brim. Materials will usually be in the rough rather than the smooth effect and there will be few split straws worn; for the extremists there will be hats which will resemble woven rope rather than straw.

Odd Twists and Fancies in Men's Fashions

A NEW YORK shirt manufacturing concern reports that there is a big demand this Fall for flannel as a material for fancy waistcoats.

* * *

TIES OF KHAKI of different shades in plain tones are being made for the trade in England, and samples have been received by Canadian haberdashers.

* * *

SOMETHING NEW IN SUMMER shirts brought out by a St. Louis company is a detached and adjustable sleeve constructed with a tab by which the length of the sleeves can be regulated to suit each man's needs.

* * *

A NEW COMBINATION IN SUMMER UNDERWEAR has no opening at the crotch but has a split in the leg down the outside extending from the waist to the bottom of the garment.

* * *

A "HIGH SHOE DAY" is advocated by some of the Chicago newspapers, a fixed date when the low shoes will be discarded in the same manner as the straw hat has been outlawed after a certain time.

* * *

ONE OF THE BIG STORES IN CLEVELAND tried the experiment this season of having their new men's suits exhibited on living models at the same time as the new gowns and cloaks were being shown for the lady patrons.

* * *

WASH TIES WILL be strong in the trade next Summer in the opinion of a prominent neckwear buyer in Chicago on account of the dyestuffs situation, which, if unrelieved, promises to interfere with the production of colored silks.

* * *

THE BUYER OF A Philadelphia department store reports that there is already a change of sentiment in regard to the two-colored hats for men. Soft felt is in demand and few cloth hats are being sold; some velours have been disposed of to women.

* * *

CUSTOM-MADE COLLARS are now being turned out to the order of the patrons of some of the high-class furnishing stores. These are made of the same material of the skirt and in endless variety of pattern and color, with Madras effects becoming popular. The colored color influence comes direct from England.

* * *

THE "EMERY NORFOLK" shirt is the latest model which has been brought out by the big Philadelphia firm. It is, as the name implies, after the Norfolk jacket, with box pleats front and back, invisible pocket at the pleat gathered in at the yoke and with a belted back. The collar is attached and the garment is specially designed for outdoor wear.

* * *

FIREPROOF CLOTHING is advocated by a Brooklyn, N. Y., physician, for girls and boys in view of the fact that within sixteen days there were eighteen children who lost their lives through burns in that city alone, the average age being between two and five years. A pound of ammonium phosphate, costing 25c, dissolved in a gallon of water will make a child's clothing immune to fire. This fluid will not injure the fabric and the effect will remain until the garment is washed.

* * *

PLAIDS ARE VERY strong for the cape of the Fall and Winter season; in fact practically nothing else is being shown by the makers.

* * *

THE WHITE DOVE scarfpin is a novelty which has been brought out by Lewald & Co., Chicago. It is particularly timely in view of the European war.

* * *

THE LATEST DEVELOPMENT in the colored collar idea has been seen in England where the wing model is being made in the same material as the shirt.

* * *

AN ELASTIC RIBBED UNION SUIT for Summer wear not only has an expanding insertion at the waist but there are also bands running down the sides from the armhole to the bottom of the garment.

* * *

A NEW DERBY has a medium, high-tapered crown, a sharp curve and nearly flat top with a narrow, nearly flat brim and wide puggaree band. This band is of soft green and black silk and forms a contrast to the hat proper.

* * *

A STIFF HAT IS NOW BEING MANUFACTURED in the derby style which follows the style of the soft hats in the two color combination. This is distinctly odd and it is not expected that it will command more than a limited demand.

* * *

AMONG THE LATEST fads in neckwear is the black and white fashion. There is a big variety of designs in stripes, checks and figures. The black and white fashion may be expected to hold if the shortage of dyes should continue.

* * *

A BIG CLOTHING HOUSE recently made a showing of ready made clothing of which it was announced that the materials were directly imported and that there was only one size in each line and only one garment of that size; in other words each was an individual model.

* * *

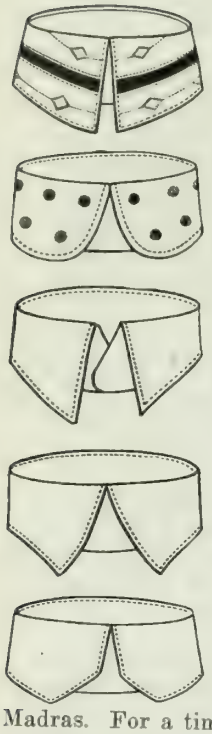
A NEW DANCING WAISTCOAT which has been brought out by a New York designer and manufacturer follows the new idea of an open back, there being only a band at the waist. In this waistcoat, however, silk covered elastic is used which adds to the flexibility of the garment and prevents uncomfortable binding with rapid movement.

* * *

DESPITE THE EVIDENT effort which has been made by neckwear manufacturers to supplant the knitted tie with the wide silk cravat, a prominent Boston men's furnisher advertises: "The knitted scarfs are great favorites this year and good style. Both the self-ribbed and the club stripes are shown. Some with tiny embroidered figures on the dark bars. All shapes are much more liberal in shape to fill the collar space."

Even Wing Collars Now Made in Colors

Demand for Novelty Goes to the Extreme—England Sends Many Shapes in the Same Material as the Shirts—Collars at the Moment Cover a Big Range of Shapes in Plain and Fancy Materials—Soft Collars May be the Means to Supply the Demand for Something Different Next Summer.



AFTER RUNNING the whole gamut of possibilities in collar design—and the past several seasons have been noted for the number of novelties in shapes, in stiff and also soft models, which have been brought out by the trade—the manufacturers are filling the demand for something different by changing the materials.

The first relief from the pressure for new shapes was found in the use of the Madras. For a time the medium stripes sufficed—but only a short time. Soon there was a variety of the stripes in different widths, running both vertically and horizontally. These were best suited to the straight line collars, and then came the introduction of madras in the collars with the circular openings, and with these water-mark and clouded effects were used. New patterns followed from time to time, and different polka dots and other small figured designs came to the front.

Introduction of Colors.

But the demand for novelty did not stop here. It remained for the introduction of colors to fill out the cycle. The extremes which are now being shown by some of the advanced style shops, and which find their origin in England, seem likely to represent the extremity to which the makers can go, and it is doubtful if they will have a very strong run in this country. First the color was introduced in a stripe running round the collar at the centre and small colored spots were used with the Madras patterns, and then came the stiff collars in the same materials as the shirtings. And in England this color idea has been taken so far as the wing collars, which in patterns similar to the shirts with which they are worn represent a combination of popular style and conventionalism which it is hard to imagine as having anything but a narrow demand in the general trade. The wing collar represents the extreme, but the same idea is also worked out in the shape fastened with a long pin; it is starched, but gives the impression at the same time of being less rigid than the usual stiff design.

In the general trade at the moment there is a big range of collar shapes, and the Madras materials are having a good showing, although they will be as strong for the Fall and Winter business as for the Summer, where they to some extent supplied the place usually taken by the soft neck band. Outstanding appears to be the long-pointed style, which comes in a large number of shapes, with varying widths of vent and length of point, but it cannot be said that there is any distinct style, and makers are still making a strong showing of the round-cornered shapes, with varying height and curve, the wide vent and the model with the opening of the fold extending to the top of the outer band and the V-shaped opening on the inner wall. Wing collars have a very limited demand, but may be stronger for the Winter season, with the Ascot-shaped tie coming in again with some wearers.

Soft Collars Returning.

An outstanding feature of the past season in the collar business has been the weakness of the demand for soft collars, either with the shirts or in the white—in fact, it might be said that there has been no demand at all. For next Summer, however, there is a tendency on the part of manufacturers to try and revive the soft collar, and this may solve the problem of supplying the demand for something different. A new soft collar which will be strong comes with the shirt, but makes no attempt at standing up—an effect which has been obtained in the past by the use of a cross pin or a short band with buttons to pull the bottom ends together. With the new collar the ends will be loose, and will lie flat on the shirt, somewhat after the fashion of the old attached collar on negligee shirts. However, there is a difference of opinion in the trade regarding the soft collar, and some opinions are that it is out for more than one season.

Hats for Spring in the States

THE style tendency for 1915 is at this time well defined and buyers whose judgment is reliable can place their orders with confidence, says The American Hatter.

For the fine trade sennits in fancy patterns and fancy rough braids will be correct. Crowns will be full and the prevailing dimensions will be 3¾, 3½ and 3¾ inch crowns, and brims from 2 to 2½ inches. A moderate shape for the well-dressed man will be 3½ by 2-2⅛; for the fine trade that is a bit more dressy, best dimensions will be 3½ by 2¼-2⅜, while the real extreme novelty will be 3½ by 2½, which provides a very large hat.

For the popular trade the slightly taper crown, 3¾ and 4 inches by 2 and 2⅛ inch brims will be the exact dimensions, with some play on 4¼ inch crowns for an extreme style.

The extreme taper crown will probably have some favor in the smaller towns where the vogue did not reach this year.

There will be few, if any, three-inch crowns, and none under three inches.

Split braids will be staple as in recent years, 3¾ and 3½ by 2⅛-2¼.

Soft braids will be more favored than in recent years. Leghorns will revive a strong vogue for the better class, although it is questionable if the very finest trade will favor this variety as Leghorns were quite the fashion this year with the real society men in the large cities, and next season will not be so exclusive.

Bangkoks will be quite as popular as ever, as will panamas, both duplicating the new novelty in soft felt styles.

Bows will be side or three-quarter and medium width bands will be correct. With the decadence of sash bands in felt hats there will be a general disfavor of puggarees on soft hats. Attachable puggarees will be left in stock for those who prefer them.

To Importers of

AUSTRIAN and GERMAN COLLARS

Your Supply Is Cut Off

So Send Your Adopted Shapes and Quote Price You Can Pay to

R. M. MOODY,

21, Aldermanbury, London, England,

Who Will Facsimile Them—Their Branding and Their Box. High Glaze If Desired.

Factories:

LONDON TAUNTON BRIDGWATER

"Craftana"

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FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
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THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

REGULAR STYLES

ALL PRICES

LINCOLN

SUSPENDERS

Garters, Arm Bands, Belts

NOTEWORTHY VALUES

Lincoln quality is unsurpassed. Lincoln values are noteworthy. From regular styles at $2, $2.25, $4.25, and $4.50 to our $7.50 lines, as well as our individual holiday boxed lines at $4.25 upwards, you will find Lincoln values right. We also make combination sets (suspenders, arm bands, and garters) at $4.25 and $7.50, and belts and garters at the same prices. Terms 2% 10 days with 60 days dating. Express charge paid on all orders $25 and over.

Write for trial order or samples.

Lockhart Suspender Co.

1307 Market St. Philadelphia, Pa.

The Effect of the War on Styles for Men

Speculation as to Whether Americans Will Diverge From London Standards on Account of War Influence or Whether Returning Tourists Will Demand That New York Tailors Follow English Styles—Advanced Styles Show Cape Coat and Form Fitting Lounge Models—Loose Coats For Rough Wear Only.

ALTHOUGH it is generally recognized that London is the centre of men's styles just as Paris is the great centre of creation for fashions of women, Canada sees the English influence only in a modified degree, particularly in men's furnishings. But for the principles of style we get back to the same original source, for the reason that New York, the fashion centre on this side of the Atlantic, follows the lead of London. Well-dressed men in New York will not only follow the London styles, but will have their clothes made by Bond street tailors; for the popular trade there is an American modification of the English models and it is this American modification that is much accepted in Canada.

There is considerable speculation at the present time by those who keep in touch with the fashions as to the effect of the war and the extent to which London and New York may be affected; also whether Canada will continue to follow the lead of New York in the event of a greater individualism in style developing in that city.

Somberness of dress will undoubtedly be noted in London as the effect of the war, with a tendency towards military influences in styles and colors. This will be noted first in the apparel of the women and then in the clothing of the men, and it may be expected that the Fall and Winter will see quieter colors than had been anticipated.

Which Would Canada Follow?

New York will follow this lead for the time being at least, but there is some question in the minds of authorities on the subject in the United States as to whether a continuance of the war will not lead to a wider divergence in style opinions between the Englishmen and Americans. To-day New York tailors are catering to men who have previously had their clothes made in London, and this may be the start of a more pronounced American tendency. Then there would be the question as to whether Canada would continue to follow the lead of the American designers, or whether direct connections might be established with London by Canadian tailors.

But while it may be that New York will not follow London in some of the style influences that may result from the war, it is not to be supposed that the standing of London as the style centre for men's clothing is to be seriously impaired. There have been so-called style leaders who have set themselves up in New York before this and endeavored to change the trend of the fashions, but they have been soon proven to be impostors so far as style standards are concerned. Fashion creators are among that class of men who have a full knowledge of the luxuries and the arts of the world indulge in appropriate changes of dress and who have the time and the money to harmonize with the surroundings and the changing influences of world events.

Contrary to the views which have been expressed are the contentions of some of those who are students of style influences and who take the view that the war may result in a more pronounced Old Country influence in styles than before on account of the large number of Americans who have been abroad and who are returning now—many of them without baggage—with definite ideas of what they want the American tailors to make for them.

Cape Overcoat.

A tendency in overcoat styles which was slated to return to favor this season to some extent and which will be made more popular on account of the military tendency, is the cape overcoat, which is somewhat similar to the coat which was worn fifteen or twenty years ago. However, the military idea is not altogether responsible for this style, as there is also the influence of the cape coats which have been worn by the women and there are some particulars in which it will be noted that the styles of men follow those in vogue with the other sex. One of these coats is shown here as illustrated by "Men's Wear," New York, and in addition to this model there are other effects including a double style which comes around under the neck and is rounded off to the shoulders after the fashion of some of the coats of the picturesque Irish gentlemen of a couple of centuries ago. The extent of popularity of the cape coat is very questionable.

Another revival is the paddock or old-fashioned racing coat with the form fitting back and skirt effect. There are other plainer designs also of body formed coats with full skirts.

Advanced styles indicate that except for storm or motor use the voluminous coat is going out. Anything approaching the Balmacaan for lounge wear is not favored.

HOW UPSTAIRS GOT DOWNSTAIRS

In view of the article which was printed in the last issue of The Review regarding the policy of Robinson's upstair clothes shop in Montreal, the methods adopted by a similar establishment in Chicago to attract business upstairs is very interesting.

The Monroe Clothes Shop in Chicago is situated on the third floor of a State street shop building. It is the only establishment of its kind in the Windy City and during the past couple of years has built up a reputation on its motto, "Take the Elevator and Save Ten"—fifteen-dollar suits and overcoats are sold.

Chicago's style parade is on Michigan boulevard. Here are the high-class stores where stylish apparel for women is sold. Monroe's establishment is on the third floor half a dozen blocks away. One day recently a display of clothing appeared in two Michigan boulevard windows. There is not a men's clothing establishment within several blocks. In connection with the display was the address of the Monroe clothing shop—and the fifteen-dollar figure was emphasized.

The result was that sales were made to some of the best people in Chicago who were attracted by the display in the center of the fashionable establishments of the city. In fact the management of the store report that through special numbering of the suits displayed they have traced sales of thirty-five to forty suits a day to the Michigan boulevard display since the windows were secured.

The display was made in the windows of a store which was vacant at the time.

Garside & White, Toronto, shoes, have changed the firm name to The White Shoe Co.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted. white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs. gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede. white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament. jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs. white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize.	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Formal Dress Wear and Some of its Tendencies

Evening Suit Has Higher Fashioned Waist with Descending Curve to the Front—Shoulders Are More Roomy and Braid and Other Fads Going Out — Same Tendencies Apply to Morning Coat—Frock is Not Favored.

By a Staff Correspondent.

THE braid fad and some of the other fads in connection with the evening dress which have developed to some extent during the past few seasons, and which appeared to move in with the dancing vogue, will find a weakening influence this Fall and Winter. Not that the fads gained any wide popularity, for the man who considers himself dressed in strictly good taste does not follow the extremes—particularly in regard to formal dress—but such popularity as these little eccentricities did gain is on the wane.

Changes in formal dress from season to season are not radical, but there are certain new influences which are followed by discriminating dressers. For the 1914-15 season this new influence is seen in a shorter fashioned waist, with a descending line from the back to the front to give the length in front of the waistcoat. This waist-line coming down to a peak in a curve adds considerably to the graceful effect of the garment.

The coat is also distinguished by a concession in shoulder width, which has changed from the extremely narrow effect, by which the English fashion was accentuated on this side of the water, to a natural width.

In the lapels, outside of some general tendencies, considerable latitude is left to the individuality of the wearer and the maker. Generally the lapel descends in a curve outward rather than in a straight line, and the front is rolled gracefully, but the shape and angle of the points are a matter of discrimination. The facing may be of corded silk, which has been strong for some seasons, or of satin which is coming back in some strength. The collar proper is of self-material. Three buttons on either side set at a slight angle are favored, but two are also correct. The cord fastening is seldom worn by the better dressed men.

There is practically no change in the shape of the trousers, although there is a slight tendency towards more roominess with the more "comfortable" shoulder. Braid on the side seams is correct.

The white silk waistcoat with four or three buttons is strictly correct for evening wear, but white pique is also fashionable, and for some events the grey silk is in good taste. The white starched bosom shirt is worn with a wing or band collar, and the former seems likely to have the preference. White bows are worn in a variety of shapes, but not to such an extent as the past few seasons have seen. Pearl studs are correct, and jewelry is not favored. Patent leather shoes are correct, with the button given the preference.

Morning Coats in Dark Grey.

For the morning coat also there will be less of the braid binding than in the past few seasons. Braid will still be worn by some, but this effect, which is more of less of a fad is passing with dressers of better taste. Here also we find a more roomy shoulder; nothing like wide, but natural and without wadding. The waist is form-fitting and somewhat higher. The favorite material will be dark grey, which has generally supplanted black for this garment.

As for the frock, there is little to be said, and that little is scarcely necessary. The same general tendencies will apply as to other formal apparel, but for several seasons the frock coat has been frowned on by fashion, and it is very, very seldom that there is a call for this garment.

KNOWS WAY TO BERLIN.

The war contingent has claimed a number of the staff of Tooke Brothers, Limited, Montreal, including Capt. Whitehead, who has had charge of the neckwear department. "Tooke Talks" says:

"Capt. L. W. Whitehead—'Officer Commanding" the Tooke Neckwear Department—is spending most of his time in Europe. He had hardly returned from his spring buying trip, picking up colors for winter cravats, when has was called back to Europe to 'pick up a few German colors' as captain in the famous 5th Highlanders. With the same regiment goes C. B. Muir, of our office staff, and in one of the other regiments goes H. Thom of the Shipping Department.

"Captain Whitehead is familiar with the battleground of Europe, having visited nearly all the places now being mentioned in despatches.. He is no stranger to Germany, where the forthcoming battles will be fought and will know 'the way to Berlin' from previous trips. Not the least of his recommendations as a soldier is his foresight and power of quick decision."

HANDY UMBRELLA STANDS.

The early bird gets the worm; so also does the bird which gets busy after a shower. The addition to the old adage is made to apply to the men's wear dealers who handle umbrellas. When the rain is falling is a good time for umbrella sales. Then is the time to make use of the umbrella stand. During a fall shower there were five of these stands made their appearance on the street line in the retail section of one of the large Canadian cities in the space of two blocks. They were of a variety of shapes, four being made of plate glass with wooden frames, while the fifth was merely a stand with brackets and not enclosed. These stands can be brought to the door way when there is a shower and can be instantly removed after the rain is over. They prove a big factor in making sales for the man who is caught in a shower is likely to act quickly on the power of suggestion.

DOUBLING WINDOW DISPLAY.

The men's wear store of Clarence Trull at Oshawa, Ont., has a narrow front and single window. To make the most of this display front, the idea has been used of a two deck arrangement for showing goods. The window has been divided into two stories by a large shelf which fits tight against the glass and lights are arranged so as to make a good showing both above and below.

AN OTTAWA CHANGE.

Sydney Smith, manager of the gents' furnishing department, The 2 Macs, Ottawa, has left to go into business with the Whitney Pye Co., Banks Street, Ottawa. The latter are opening a new store at the corner of Bank and Albert Sts.

NEW YORK MODELS OF EVENING DRESS

No. 1—For formal occasions.

No. 2—The Tuxedo.

Chinchilla Overcoat Strong for Winter Wear

Early Sales Indicate Second Season for Last Year's Favorite— More Close-Fitting Backs, with Belt Higher Up — Balmacaan Only for Early Fall.

A boy's double-breasted ulster, which buttons close to the neck, having a belt, and, in some cases, stitched-down cuffs. It also has a center back vent.

EARLY sales in the large city stores are of an encouraging character for those who have carried over a large stock of overcoats from last season, for the bulk of these goods in many stores have been chinchillas. The early indications of a popular demand for this soft cloth with the pronounced nap caused dealers to buy pretty heavily and the subsequent mild weather and light buying left heavy stocks on hand. The problem with most was whether the chinchilla idea would prove a fad or whether the fancy of the public would come back again.

There was some justification for the anxiety over the "come-back" for in probably far more than half the coats sold the wearing qualities were not of the best, and many dissatisfied customers was the result of a chinchilla sale, and probably the livest problem of the retail seller of clothing for weeks and months after, was that of allowing a refund or not on a chinchilla with the nap worn. The fortunate ones were able to take the stand that they did not guarantee the wearing qualities of the coat, any more than they would give a bond that patent leather would not crack.

But here it is again, and quite as favorable a guest of the store as one year ago. Once again the chinchilla would seem to be a one-two-three proposition. It is one of the most attractive cloths, soft, and dressy looking, and outside of the frailty of all naps, it is logically one of the most likely of coat cloths.

Outside of chinchillas there is a modification of the old coarse frieze that is going well, somewhat after a melton texture. The camel's hair cloth of last winter is not coming strong.

The word "chinchilla," of course, is now applied to anything that has even a faint resemblance to it, and the cloth that was known familiarly as "the one with the blue nap" before chinchilla was a recognized term in the clothing dictionary, is selling well this year. Many stores, in fact, set this and the more legitimate blue chinchilla as the best sellers, with greys and browns following in order.

For boys the chinchilla promises to be just as popular as for young men. For a few of the more staid, elderly men, the black melton with the velvevt collar will be the usual standby.

In style the half belt for men is the "only thing in sight." The full belt is seldom seen except in boys' coats. The vogue of the belt has been one of the phenomenal features of the overcoat trade the last two or three years: coming from a one-to-ten position to one almost universal now.

The strength of the half-belt is ordinarily explained as due to the tendency to semi-fitting styles. What for years has distinguished English clothing has, in overcoats, crossed to the States, and some extreme styles in fitted directions are seen. Canada has not yet adopted these to any extent, but the more fitted overcoat undoubtedly is replacing the long, looser ulster. The change is seen also in the belt being placed in a slightly higher position, and in a shortening of the skirt of the coat, but not to the extent yet, at least, of the extreme American styles.

The place of the Balmacaan is, as indicated before, not strong for winter coats. It is in its looseness essentially a fall coat and, with its modifications, has sold well for Fall. But the public has considered it as too loose for cold weather, as it has a suggestion of a chilliness in the outward sweep of the skirt.

Cuffs, it is reported, do not matter much. Of course, few would look at the old wide cuffs, but given the narrower ones, with the centre cut, little is said about them.

Little is seen yet of a military tendency in Winter coats except in a young boy's, which is made in a cloth like khaki, with half belt, brass buttons, epaulets with crest and crossed flags, etc.

Spring may see more of this for everybody.

Advanced style model of cape coat, which may be popularized with present military influence. Courtesy Men's Wear, New York.

Special Announcement

Having purchased the business of

The Durham Glove Co., Ltd., Bowmanville

we beg to announce that we have moved our office and sample rooms to

73½ BAY STREET, TORONTO

where we will be in a much better position to cater to the requirements of our customers.

We shall also carry at this address a completely assorted stock of all lines we manufacture and orders entrusted to us will be shipped promptly.

We invite you to call and inspect our range, or write for catalogue.

A continuance of your esteemed patronage is solicited.

The "Big Four" Glove Company

73½ BAY STREET TORONTO

TRADE MARK REGISTERED

Deacon Shirts *for* Spring

Distinctive, Stylish, Reasonable

Our travellers are now on the road showing the most extensive Spring range of

Outing *and* Working Shirts
Boys' Shirt Waists
Pyjamas, Night Robes

that we have ever shown—perfectly made and finished in every detail. Our line of shirts completely covers the wants of the outing and business man as well as the laborer.

Be sure to look over our samples when one of our representatives calls on you. Samples sent on request.

THE DEACON SHIRT COMPANY

BELLEVILLE ONTARIO

What Is Being Sold in Better Class Stores

Demand Almost Exclusively for Soft Hats — Green Shades Appear to Lead—Demand for Round Crowns Falling Off—Dark Bands Better Now Than Light—Knitted Ties Strong.

Written for The Review by Staff Correspondent in Montreal.

IN high-class stores like that of Max Beauvais, Ltd., several cases of knitted ties are being shown, prices ranging from $1.50 to $3, of very fancy shades. These are meeting with ready sale, indicating that knitted goods are coming back this season. They are made in four-in-hand shape. Last year plain shades were being worn in neckwear, but this year they are inclined to be gaudy. A few club stripes are selling, but the demand is not nearly as heavy as was expected. Prices range from 75c to $1.50. One of the best sellers is a tie made of grenadine silk, of English manufacture, a tie which can be worn for six months, every day, and still give good service. Stickpins do not leave a mark in it. It is enjoying a splendid sale, probably because of its durability.

A four-in-hand Irish poplin, reversible and double, is selling well at $1, but the average poplin is only in fair demand. Effects of the depression are being felt in this business. Brokers, real estate men, and other business men who formerly spent $2.50 on their neckwear, are now content with articles worth 75c and $1.

The English colored collar, which has met with some favor in the United States, and was recently introduced into this country, has not yet found its way into the retail store. For afternoon or dress, a turn-down collar, with round corners, is being worn. For everyday wear, a collar opening in a V-shape from the button up, is being worn. Another style is a complete close over, with considerable cut-away. The latter are now the rage, nothing of a close-fitting nature being worn.

ORDER FORM AT BEAUVAIS'.

If it is not convenient for you to come to our store, we will be pleased to give our careful and prompt attention to your order by mail. You will find this order form useful.

Send to .....
Street address.....
City .....
State .....
Express .....
Derby or Soft.....
Color .....
Style Plate No. .....
My weight is.....lbs.
My height is.....feet.....inches.
Size of hat .....
I am enclosing $.....
N. Y. draft, money order, cash.....
Remarks: .....
.....
.....

The demand in hats is almost exclusively for softs. Sixteen soft hats are being sold for every single Derby. More green shades are being worn than anything—moss and resida green, with a thick roll. Fedora or diamond shapes are best sellers, the demand for round crowns falling off. Greyish blue and a few browns are other colors in smaller demand. Until recently green hats with light bands were worn, but now all bands are dark, the same shade as the hat. Quite a number of velvet hats are being sold, and a bigger demand is expected as soon as the weather is colder. Tweed hats are not expected to be in vogue much this Winter.

The latest caps are of shepherd's plaid, and grey, black and brown checks. They are rather loud, having no seams on top, and of large shape. These retail from $1 to $2. Cheaper caps are of the same cloth, but smaller shapes.

Winter goods have arrived, and consist of plain Chesterfields and Ulsters. The latter cannot be beaten for cold weather, and about the same demand is expected as last year. Fall coats have been selling freely, the demand not being much below that of previous years.

Economy is noticed, particularly in suits. Two or three years ago it was customary for a man choosing a $30 suit if he saw another in the same row that took his fancy, to take them both. With brokers and real estate men missing from the financial district, business has dropped off considerably. Some of the better class stores are putting on special sales of $18 suits, something they have never done before.

The latest in neck scarfs this season is the bandana silk. Knitted goods, which enjoyed a big sale last year, have entirely given place to this new scarf. Already before the season has begun they are being bought eagerly. They retail from $1.50 to $5.

Canes are in fair demand, although not being carried as much as a year ago. The newest is light in weight and color, resembling bamboo in appearance. These are made plain and mounted with silver. Partridge wood and ash in rough finish are having a fair sale.

War Interferes With Expensive Cravat Program

Demand is More Than Ever for the Cheaper Lines—Anything Goes in Style—Expensive Ties Should Find Sale in the Holiday Trade—Costly Imported Silks Being Copied in Cheaper Grades.

WAR has changed the trend of the tie business. Not that the effect will be very noticeable in the usual trade but rather is the matter one for consideration of the manufacturers. It is not so much that there is an actual change, but that certain developments which have been expected are not likely to take place and programs must be changed accordingly.

At the moment there is no particular alteration in the style outlook except in some minor particulars; it is rather in the matter of price that the war has made a change, or rather has acted as preventing a change which had been expected.

Tie makers and dealers had been looking forward this Fall and Winter to a more than usual demand for high-priced lines. The expectation of this found ground in the style tendency in favor of large all-over patterns, in scrolls and floral designs as following the stripes and other more formal materials. These patterns find best expression in high-priced heavy silks to retail as high as $2.50.

A worse season could hardly have

(Continued on page 66.)

It's the cloth in your overalls that gives the wear.

STIFEL'S INDIGO CLOTH

Standard for over seventy-five years

The boot on the back is your guarantee

75 years *continuous sale* is the best proof of the selling quality of STIFEL'S INDIGO

Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

You can tell the genuine in a minute by this trade mark on the back of the goods inside the garments.

STIFEL'S (Registered)

It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the *world's standard fabric.*

Cloth Manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK	260-262 Church Street
CHICAGO	223 West Jackson Boulevard
SAN FRANCISCO	Postal Telegraph Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Block
MONTREAL	100 Anderson Street

BOYS LION BRAND CLOTHING

They're Made to Wear

Where ordinary boys' suits are showing the worse for wear, Lion Brand Clothes are practically as intact as when new. This is a strong statement, but the fact that every suit of Lion Brand Clothing is reinforced with double knees, elbows and seat, will convince you of its truth.

Get in a few samples and see how readily they will appeal to both the boys of your town and their parents.

Write for catalogue to-day.

The Jackson Mfg. Company

CLINTON, ONT.

Factories at :—Clinton, Goderich, Exeter, Zurich

CEETEE UNSHRINKABLE UNDERCLOTHING

Worn by the Best People Sold by the Best Dealers.

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants. "CEETEE" Shaker Knit Sweater Coats.

PURE WOOL ONLY

The C. Turnbull Co. of Galt, Limited

GALT, ONT.

Suppose you lose your job to-morrow

have you a side-line that will help out? If only as a side-line, cardwriting, as taught by the Edwards Short-Cut System, makes you practically independent of your present position. Our instruction is worth many times the price we charge.

Write for handsome two-color prospectus. Write to-day.

THE SHAW CORRESPONDENCE SCHOOL

YONGE and GERRARD STS., TORONTO. Mention this paper

Silver Cup Winner's Message to Trimmers

Must Command the Confidence of Employers and Department Managers — Should Choose His Own Merchandise — Overtime Work Often Necessary.

Written for The Review by A. W. Murdison, Regina.

IT gave me extreme gratification to learn through your columns that I had won the annual grand prize donated by The Review for the six best displays of the year.

Show windows, in my estimation, are decidedly difficult to judge (I mean photographs of them are), as the feature of color harmony is lacking. Very often a show window which would appear attractive in its natural garb does not readily appeal to the eye because the color combination is absent in the photo. So I think the duty of a judge in this capacity is a very difficult one to perform.

At this point I would like to express, on behalf of R. H. Williams & Sons, my sincere thanks to the judges and the staff of The Review.

Generous Appreciation.

Window display in the last three years has undergone some wonderful changes. It has advanced with all the other branches of up-to-date merchandise methods and the cheesecloth artist with hammer and tacks is no longer to be seen. Simplicity is now the motto of every successful display man, and he must adhere to that motto in order to hold a position to-day. The Western firms generously appreciate their windows. Every up-to-date store seems to demand a large window frontage, thereby giving the display man ample scope to carry out his ideas.

I find it very difficult indeed to manage 26 sections averaging 9 feet, usually twice a week, and also attend to all the card writing. Sometimes a nine-hour day looks pretty short, and at Christmas or Openings, thirty-six hours is a short period to finish a big stretch.

Getting down to brass tacks, I can only give a few suggestions which greatly helped me in overcoming obstacles in this all-important branch of the advertising world.

A vital asset to the window man is that he must command the confidence of his employer; without it he is like a fish out of water, and it is his own fault if he cannot have it. He is directly responsible for the thousands of dollars' worth of merchandise that enter his windows every week. (Hence keep your windows locked.)

If his work necessitates overtime, he has every stock at his command; unless in some stores the system prevails whereby the goods are chosen by the departments, which, too often, is unsatisfactory.

A display man should choose his own merchandise, especially yard goods. He knows or ought to know what he wants as regards color and accessories to match.

He should have the undivided co-operation of the department manager, advertising manager and merchandise manager, thereby giving him every opportunity to carry out his ideas and plans. Each department manager, of course, is of different temperament, of different ideas, and thinks he is absolutely correct in his view of the store's campaign for business. These things the display man all over the continent must contend with. He must be impartial with every one by being able through his almost magic power to give each and every department manager the front windows all at the same time.

A. W. Murdison, of R. H. Williams & Sons, Regina, winner of The Review's silver cup.

And now let me state here that the system of allotting and charging windows now in use in the Robt. Simpson Co.'s store, Toronto, is the best in the country, and any display manager or merchant would find it a great asset if they adopted it or one similar.

Another point which is to my mind an extremely important one and one over which there has been a good deal of difference of opinion:

It is concerning overtime work. I maintain that a display man cannot possibly get out of it. With a big expanse of windows one must do a great deal of work after hours, especially at the openings of Xmas. Never ask your employer for overtime—for you'll be further ahead in the long run if you don't, and you're not liable to get it if you do. It is really not a part of your work, but nevertheless it must be done, and don't forget, they appreciate it.

I might quote here a good motto which should be in every window trimmer's room:

> "Hard work never killed a man nor gave him nervous prostration, but improper care of yourself while not working is what rots the rivets of your boiler."

* * *

As second vice-president of the C. A. D. M., I hope that every member in Canada will make an effort to attend the N. Y. convention in 1915. Give President McNabb and Secretary Thompson all the co-operation you can. It will benefit you and make you worth while to yourselves and employers.

Here's hoping for a banner year for Canada display men.

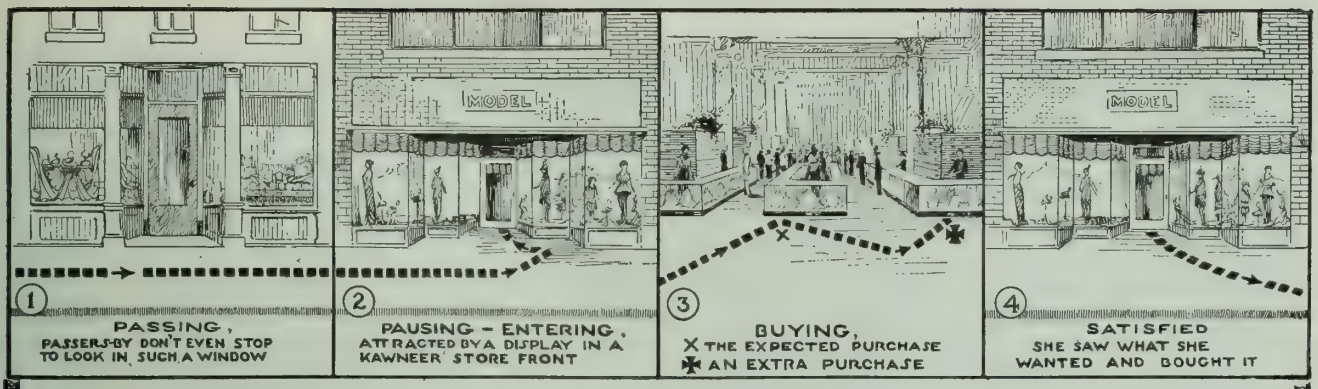
* * *

STARTED IN BUFFALO.

As to my personal experiences, I started my window trimming career in Buffalo under Mr. Joe. Hensinger, of the H. A. Meldrum Co. I worked through the day painting cards and three nights a week in the windows. I might say here that a young man learning the trade can never repay his display manager because the assistant is in a position to secure ideas, layouts and plans of windows which are the result of years of hard work. At the same time he demands to-day a reasonable salary, although I started on $3 a week, and I think that I was paid well considering the amount of knowledge and experience I gained in that department.

After being able to write price tickets

(Continued on Page 70.)



It Happens on Every Street Every Day.

Here's a picture story of an every-day occurrence. It tells the truth about good Store Fronts.

It tells what is happening in Front of your Store every time a person passes.

To *sell* you must *attract* and *interest.* You must get the people *into* your Store, and you realize the great number of *extra* sales (see Figure 3) made *after* the customer has entered. As the result of interior sales helps most people make *extra* purchases after they have entered the Store.

One Merchant says, "Our old Front was fair but it takes a modern KAWEEER FRONT to get the business. One of the best arguments for good show windows is the fact that one can sell the people what he wants to sell rather than what *they* want to buy." Think what a stock free of over-stock would mean to you—think of the money you have tied up in over-stock. A KAWNEER STORE FRONT will not only clean up your old stock, but it will increase the sales of the new lines.

30,000 Proofs

Do 30,000 proofs of one thing mean anything to you? If you had 30,000 customers wouldn't you have the same faith in your Store that we have in KAWNEER STORE FRONTS?

You may go from coast to coast—stop off at big cities and little hamlets and you will find KAWNEER STORE FRONTS making money for the Merchants behind them. Many of the keenest and most conservative Merchants have manifested their faith in KAWNEER STORE FRONTS by adopting them. During the past sixty days more than 1,000 Merchants have written to us asking for more information about KAWNEER STORE FRONTS and for suggestions for their businesses.

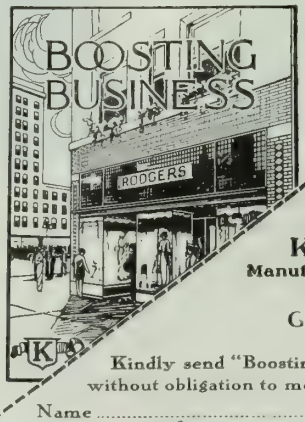
These Merchants have investigated thoroughly enough to know that their businesses *need* KAWNEER FRONTS—their initial steps (seeking information) are business-like and that's just what we want you to do.

Send this coupon for "Boosting Business No. 21" and see the actual photographs of many of the best-paying Store Fronts in the country. See the photographs of the Fronts before alteration— the changes are truly wonderful.

Your only business reason for putting in a new Front is to increase your sales—be sure you adopt a Front that will do that. In making your decision let the experience of 30,000 other Merchants help you.

First get "Boosting Business No. 21"—it's free for this coupon, and it will not obligate you in the least.

Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Guelph, Ont.



COUPON
Kawneer
Manufacturing Company
Limited
Francis J. Plym, President
Guelph, Ont.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....
Street and No. .....
City or Town .....
Business .....

Special Merchants' Day for Window Trimmer's Convention

Talks to Display Men by Live Retailers—Reduced Rates From Best of New York Hotels—First Report of Program Committee.

The Review has received the following initial report from A. E. Hurst, chairman of the Arrangement Committee of the Canadian Association of Display Men for the 1915 convention:

While the next convention of the C.A.D.M. in New York City is many months away, yet the Programme Committee for the C.A.D.M. have already begun their work by securing most desirable accommodations for the next meeting in August, 1915, at the Waldorf-Astoria Hotel, for both the Canadian Association of Display Men and the International Association of Display Men. The magnificent Grand Ballroom in this building will be used for the convention meeting and banquet.

The size of this room is one hundred feet square and forty feet high, has twenty-five first tier and eighteen second tier boxes.

Directly adjoining the Grand Ballroom is the West Foyer which will be used for reception and registration rooms for both Associations. Leading from this is the Astor Hall, Myrtle Room and other rooms which can be thrown into one large exhibition palace and will give us ample space for about eighty booths. A large room has also been secured on the floor for the special use of the Canadian Association for calling any meetings they may desire to hold.

One great advantage that this location will have is the fact that the convention rooms are on the second floor and within easy access of the street.

Special rates have been secured for the convention dates to all of those in attendance. Six hundred rooms can be secured at the following rates: $2 per day for room; with bath, $3 per day.

These rooms are elegant in their appointment and the charges during the winter season run from $4 to $10 per day.

These accommodations were secured with the understanding that the Association will be put at no expense for the exhibition and convention halls. It is understood, however, that the banquet on Wednesday night is to be held at the Waldorf-Astoria. The object of the Programme Committee is to make this convention of unusual entertainment and educational value.

One feature which has already been decided upon is that of a Merchants' Day, which will probably be held on Tuesday. At this time all the demonstrations, talks, etc., will be equally as interesting to merchants and buyers who may be in the market and it will give the display man an opportunity to invite his proprietor to the convention so that he may form a better idea of the calibre of men who make up these organizations.

Arrangements are now under way to secure prominent retail merchants of Canada and the States to address the display men on this day. By such an arrangement we believe that the retailer generally will more fully appreciate the value of the convention meetings and that he will be more apt to consider the expense of sending his display man to the convention, as a profitable investment.

At the last meeting of the Greater New York Display Men's Association, it was decided to have the entire New York local act as reception committee to welcome all visiting display men and merchants during the convention dates. Taking all of these points into consideration, the Programme Committee for the C.A.D.M. can report much progress towards making the next convention a great success.

WAR INTERFERES.

(Continued from page 62.)

been chosen for extending the business in high-priced cravats. Rather, on the contrary, the trade is preparing for a stronger than usual demand for the 50c and the 75c lines and particularly the former. Look in the windows of the stores where haberdashery is sold and it will be found that practically all the price tickets bear the figures 50c. There are some 75c cards and a few $1 ones, but for the most part it is recognized that the 50c is the trade bringer to-day and that it is advisable when the price runs to $1 and above to leave the price out of the display and rather depend on salesmanship after the customer gets into the store.

In one of the high class stores in a leading Ontario city the manager states that recently he put on a tie sale offering English silks which were worth as high as $2.50 for $1.25, and the window display did not even draw a "bite." He now shows nothing but 50c lines in his windows.

May Take for Christmas.

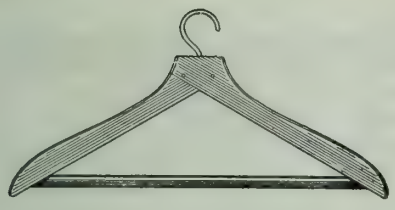
There is an opinion more or less general that there will be a demand for the high-priced cravats for the holiday trade, and that there will be no falling off here from the usual business. The opinion is based upon the idea that in a gift there is not the same consideration of the matter of price and that it is usually the best ties that are sold. War conditions may mean that the prices paid for some gifts are reduced, but the shading down should not materially interfere with the range of possibilities of the tie as a gift. The high priced cravats may be found to appeal to some people who formerly bought jewelry or other more expensive articles.

Anything Goes in Style.

It would be difficult if not impossible at the present time to say that there is any one style of tie in either shape, pattern or color which might be said to be the hit of the season. The range of possibilities has been so thoroughly and so rapidly covered during the past few seasons that there is to-day being shown practically everything that the imagination could call for. There are bows,

(Continued on page 73.)

This Store Equipped with Taylor-made Rack System

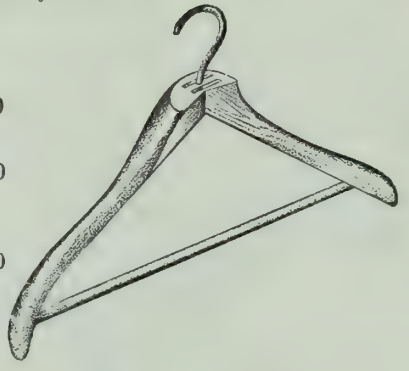


No. 33 I.B.—Combination Suit Hanger, per 100 ..... $7.50

No. 33B—Boys', 15 inches wide, per 100 ..... $7.50

No. 74B—Combination Suit Hanger, with inserted Trouser Bar, per 100 ..... $15.00

A Perfect Hanger.



Made of Polished Steel Tubing

No paint, no rust, no tools or trouble to set up. Shipped crated, K.D. Ball Socket Rollers.

6 feet long,
6 post **$10.00**
8 feet long,
6 post **11.50**
10 feet long,
6 post **12.50**

Made of Oxidized Steel Tubing

6 feet long,
6 post **$13.00**
8 feet long,
6 post **14.00**
10 feet long,
6 post **15.00**

Suit Racks, 5 ft. high, 26 ins. wide. Overcoat and Ladies' Garments 6 feet high.

Our Complete Catalogue No. 84, giving splendid ideas for the window man, free for the asking. Mail Orders filled promptly. Send us your order to-day.

The Taylor Manufacturing Co.,

82 Queen Street North Hamilton, Ont.

Clothing Methods that Won Success from Failure

Practical Points Applicable to Any Business, Large or Small—Keeping Departments Separate—Clerks' Sales Records—Governing Buying by Actual Sales—Paper by Alfred Decker.

IT is seldom that a convention of business men produces as pointed and practical an address as was the one given by Alfred Decker before the Wisconsin Retail Clothiers' Association at their first annual convention. Canada has not reached the point of population probably yet when clothing merchants can be organized to any extent and draw sufficient attendance to make a national convention feasible, and even provincial meetings might be found difficult to keep going, but whenever possible it should be attempted. Across the border the various states are being organized and among the most successful have been the gatherings of retail clothiers.

The address of Mr. Decker which The Review reproduces in substance and partly verbatim below was not only valuable in presenting principles that control success, but in having a conspicuous example of the application of these principles in actual dollars and cents.

In a word Mr. Decker gave an instance of where a deficit was turned into a surplus by a young, newly appointed manager, who made it a point to know what was going on in his store.

And what did he insist on knowing?

1. Actual value of stock on hand, and a knowledge of this from day to day.

2. Profits of each department; suits, overcoats, pants, furnishings, hats, shoes.

3. Daily record of the day's business, compared with corresponding day of previous year.

4. Daily record of sales by each clerk, with percentage of salary to sales figured out.

6. No goods put into store until the selling price conformed to the mark-up decided on before as a safe margin.

7. Refunds and exchanges handled to prevent any gains to clerks.

8. Records of sales of each line as guide for next season's buying.

The net result was that the Spring turnover increased from 1.45 to 2.4 in two years.

One of the most valuable of the maxims of Mr. Decker was this: "No merchant should buy any more than he knows from previous years' experience he will be able to sell the first four months of each season."

THE retail clothing business, I am told (began Mr. Decker)—and I am convinced—ranks among the most profitable and best-paying trades. I believe I am not exaggerating when I say more substantial fortunes have been built in your line than any other. I know you will allow me to start off from that basis on my discourse this evening.

We find great merchants with successful careers and large establishments that started—so to say—with a shoestring. This not only applies to the one who was favored with extraordinary conditions, but also to cases where the most primitive environment prevailed. Of course, as in everything else, there is that variety of ability that shapes all out destinies; but, gentlemen, the point I wish to bring out, the point that swings the great pendulum of the successes in your trade, is that besides ability and good location and surroundings, the success or failure of the retail clothing business is due to strict adherence to or due to the lack of the very first principles required in the running of any business—even a peanut stand.

Half-cocked Attention to Business.

We who are on the other side of the fence see these cases exposed so often that it makes one wonder how these very conditions can exist. Now, I don't want you to think of me as a pessimist or calamity howler, for my friends know of my optimism, but when you would see, as we do, the thousands of financial statements of evidently good clothiers, who started with, say, $5,000 or $10,000 capital, and after 15 to 25 years of toil show a statement of, say, $18,000 stock, $3,000 fixtures, $5.000 outstanding, a homestead worth $6,000, encumbered for $2,000, making a total of $30,000 assets, and owing (at the end of a season) $5,000 to the bank and $10,000 for merchandise, $5.000 of which is past due on an annual business of $40,000. One frequently finds examples like this—while, on the other hand, you will see statements of $30,000 assets and $2.000 or $3,000 bills payable from merchants who lived and worked under the same conditions.

RECORD FOR SPRING, 1912.

Dep't.	Turnover.
Suits	2.1
Overcoats	2.1
Pants	1.1
Furnishings	1.6
Hats	0.9
Shoes	0.9
Average turnover	1.45

RECORD FOR SPRING, 1914.

Suits	3.2
Overcoats	3.3
Pants	1.9
Furnishings	2.9
Hats	1.9
Shoes	1.6
Average turnover	2.4

My point is that while the latter condition can be accomplished, the former is, unfortunately, too common. The causes of these mediocre successes are not drink, sickness or extravagance, but a combination of fair ability, half-cocked attention to business and an utter disregard of one's best interests.

Now, gentlemen, I don't want to dwell on generalities alone, but here give you a concrete example of a case that was as I here describe, and which was turned into a successful issue. This occurred in a larger city than that in which the average merchant resides, but there is no question but what it can be duplicated anywhere. My reason for quoting it is that the man who did the trick wrote the story for me, and thus supplied me with the necessary information.

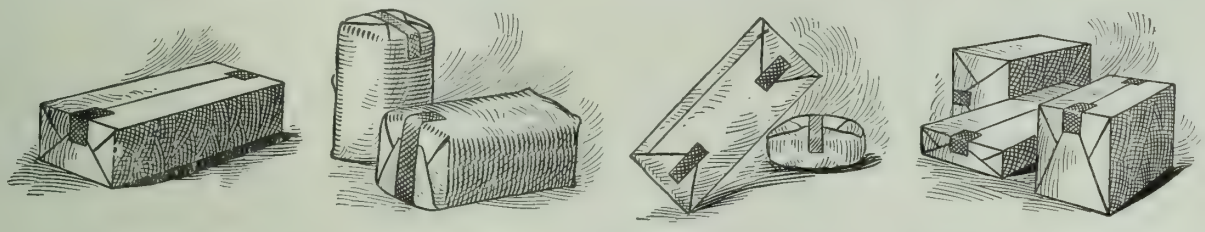
There is no need of entering into details as to how this concern got into this condition. They were good, honest men, possessing the qualifications of first-class salesmen, but with no ability or patience to bother with the essential details of a business.

Due to Lack of System.

The man who finally made their business a success had received his training in a first-class, money-making retail clothing house. He had heard the concern I am describing were in need of someone who could show them how to run their business intelligently. He asked for an appointment, which was granted,

Seal Parcels—Don't Tie Them

PRINT-O-GRAPH SEALED PACKAGES LOOK BETTER THAN THOSE TIED WITH STRING



THE PRINT-O-GRAPH ADVERTISES AND SAVES MONEY BESIDES

With the use of the Print-o-graph every parcel you send out is securely sealed with a strong fibre tape printed with your advertisement.

Its use means a big saving over the old string way of parcelling when you consider the economizing of time, and the elimination of the necessity of having your name and ad. printed on bags and wrapping paper.

No matter what size parcel, the Print-o-graph seal is strong and your ad. stands out distinctly. Easy to operate—simply pull the tape and your ad. appears neatly, clearly printed, and the gummed side of the tape moistened ready to stick on.

The price is remarkably low for the benefit derived from the use of the Print-o-graph. **Write for full particulars.**

Full line of gummed tapes, all weights, widths and colors always in stock. Lowest prices, consistent with quality.

FREER, COLONEY & COMPANY, LIMITED

Sole Canadian Distributors, 801 Read Bldg., Montreal

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

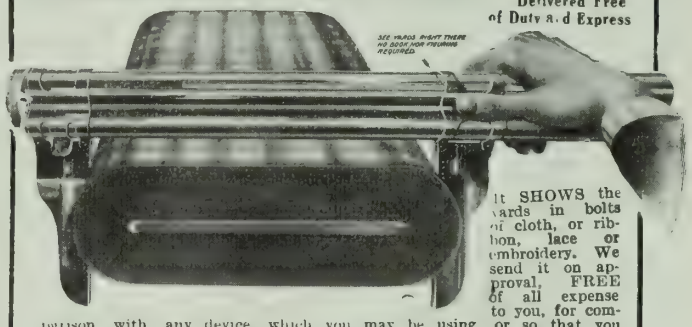
H. L. WOOD & CO.

COR. NOBLE AND STRICKLAND STS.

TORONTO

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50 Delivered Free of Duty and Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you. A larger illustration and particulars sent on request.

The A. E. PUTNAM CO., Mfrs., Washington, Iowa

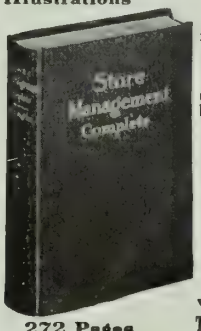
TO MANUFACTURERS AND WHOLESALERS

Do you want to be represented in Quebec or Quebec and District?

Apply to Box 104, St. Roch, Quebec

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1 00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

displayed his wares and sold his ability for a nominal sum. It took a couple of weeks of arguments back and forth to convince the firm that it was their lack of system which had caused their poor showing, and that a business could be run by statistical records handled by someone who knew from practical experience, and who could suggest remedies by reading the figures. These men were like a great many retailers of today, who look at a store's success from the standpoint of the volume of sales instead of what is left on the credit side of the profit and loss account at the end of the season.

What They Did Not Know.

The first thing the young man did after entering the store was to take an actual inventory, and the result was that he found them head over heels in debt, and owners of about $15,000 worth of merchandise from several years back that could not be sold except at a great sacrifice; a large number of accounts receivable, of which about 60 per cent. could not be collected, and other worthless assets, altogether an amount of $45,000, which had to be written off. He also found that the store had lost about $2,000 during the two months of that season prior to his entering the business. Getting all these facts together, he called a meeting of the owners, laid the facts before them, and suggested remedies to improve the conditions.

Except at inventory time they had never known how much they had made, and at that time they only knew the net profit on the whole store, not how much they had made gross or net on each department. They did not know which department made money according to the stock and the expenses it carried, or if stock was too large for doing the business they did. They might have heard of turning of stock, but did not know what it was. Now, if these men had prepared themselves before they started out as merchants, it would have saved them the $45,000 which had to be written off the books and much more than that in other ways.

The new man started out by cutting expenses in every department where it would not jeopardize the business, and suggested judicious newspaper advertising and better displays in the windows. He showed them from day to day by a simple daily report a complete history of the day's business, compared with the previous year. The marking of the merchandise was systematically done. The new man demonstrated to them the correct way to buy. On account of few records having been kept, he had to find out for himself how far to go in buying merchandise for the first season. No merchant should buy any more than he knows from previous years' experience he will be able to sell the first four months of each season. You must know what you bought from the different concerns last year, and at what prices you sold these suits and overcoats. Never have suits and overcoats in one department on your books. Separating them is the only way you will be able to determine what you have sold intelligently. Do not have pants in with the suits, but have a separate department for them. These different records were kept from day to day, and he knew exactly how many suits were sold, and at what price. More merchandise was added according to the showing of his figures.

Change in Turnover.

The turning of the stock the first six months this new man operated the store was as follows for Spring season, 1912:

Suits	2.1
Overcoats	2.1
Pants	1.1
Furnishings	1.6
Hats	0.9
Shoes	0.9
Average turnover	1.45

But for the Spring season of 1914, two years afterward, it was:

Suits	3.2
Overcoats	3.3
Pants	1.9
Furnishings	2.9
Hats	1.9
Shoes	1.6
Average turnover	2.4

The turning for Spring season, 1911, totaled about 1.25. This is figured on average stock during the season, not, as erroneously done by many, on the merchandise at the end of the season, when the stock is lowest.

Weeding Out Old Stocks.

These figures show what can be done by systematic buying. The hat and shoe stocks in 1912 were practically worthless, but, by weeding out the odds and ends, little by little, during the two years, without serious consequences, he demonstrated an improvement in stock turning which is surprising. This man uses the turnover as a guide in determining the condition of a stock. It is his barometer, which is guiding him to successful merchandising.

What Each Clerk Cost.

Then the efficiency of the sales force was looked into. Their sales appeared on the daily report, and each week their salary was applied to the total sales to find their selling per cent. The mark-up on each invoice was figured, and no goods were put in stock until the selling price was right according to the per cent. mark-up shown on the invoice, which had to be large enough to leave a profit.

Refunds and exchanges were handled in a different manner, eliminating any opportunity for clerks to become rich through these mediums. Actual cost of merchandise sold was figured from day to day.

Through his records he was always posted on his stock on hand. He knew exactly how far they could go in price cutting, as he knew how much had been made in each department, and knew a fixed per cent. had to be made to pay expenses and leave a profit.

Four months after this new man entered the store the inventory showed a profit for the six months of about $6,500, or for the four months of his leadership a profit of $8,500, as the books showed a loss of $2,000 when he took the store over. At the present time—two years afterwards—the concern stands as follows:

Stock	$27,000
Other assets	38,000
Total	$65,000
Liabilities	18,000
	$47,000

Net Profits of 10.3 Per Cent.

Two years ago their standing was:

Stock	$33,000
Other Asets	23,000
	$56,000
Liabilities	40,000
	$16,000

Their sales last year were $184,000.

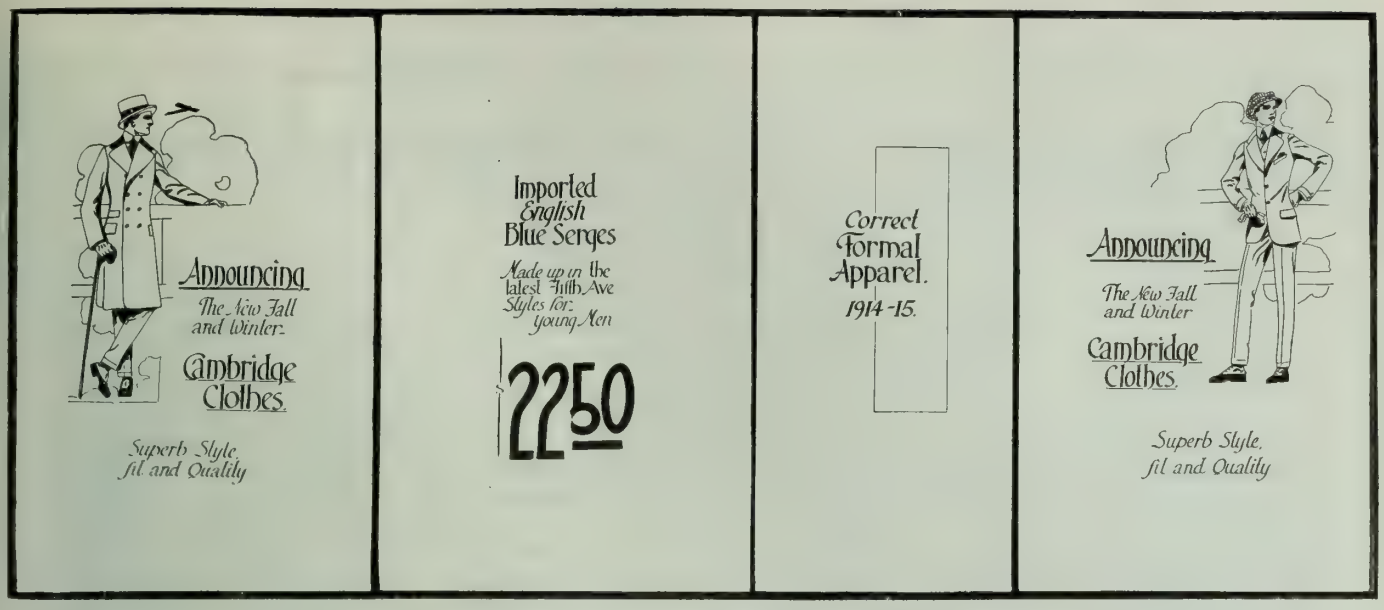
		Per Cent.
Gross profits	$61,000	33.5
Expenses	42,000	23.2
Net profits	19,000	10.3

They have their business so well in hand that they cannot miss the ultimate goal which every merchant is aiming at —real success in exchange for their earnest efforts.

STARTED IN BUFFALO.

(Continued from Page 64.)

and with a fair knowledge of window dressing, I became connected with one of Buffalo's progressive stores, J. M. Breeker & Co., and under the schooling of an experienced man with modern ideas and a tendency to keep down expenses—which is a mighty good thing nowadays. I soon became confident that I could manage a set of windows. My chance came with the same firm which I was connected with for over two years. The North-west appealed to me, and I started for Regina. I have made several trips to conventions, etc., which I find greatly add to one's knowledge.



Designs of Fall cards for men's wear stores by R. C. MacDonald.

Types of Cards for Staple and Special Occasions

Narrow Panel Shapes with Lots of White Space Becoming Popular—Attractive Ink Sketches to Represent Styles—Prominent Price Mark—Stripes on Top and Bottom—Combination of Roman and Italic Lettering.

THE cards reproduced on this page are seasonable Fall and Winter announcements and illustrate the prevailing tendency towards black lettering on white cards for men's wear windows. There is also noticeable the feeling in favor of pen lettering, with lots of white space around it, and the panel style, up-and-down in preference to the "landscape." Short, terse wording is another admirable point about these cards, the work of R. C. MacDonald, who, it will be remembered, was one of the judges in the annual competition of the Canadian Association of Display Men.

Drawing is a Good Suggestion.

The upper illustration contains on the extreme left and right two announcement cards for Fall and Winter. On each is a neatly designed pen sketch as a decoration, the one of an overcoat, the other of a suit. This device was one of the features in the prize-winning card of Gordon Munroe, of Portage la Prairie, and for variety, adds greatly to the effectiveness of a card. There is a suggestiveness about the drawing that links it up profitably with the made-up goods or the piece. Here the drawing does not dominate the card to the dwarfing of the reading matter.

Free Wrist Movement.

The lettering in all these cards is a pen stroke with a free wrist movement. One of the advantages is that it is done very rapidly, as Mr. MacDonald has completed one card in five minutes or even less. This is a big consideration in the busy card man's choice of a style of lettering. The letters themselves combine a somewhat eccentric Roman style with Italic.

Prominent Price Card.

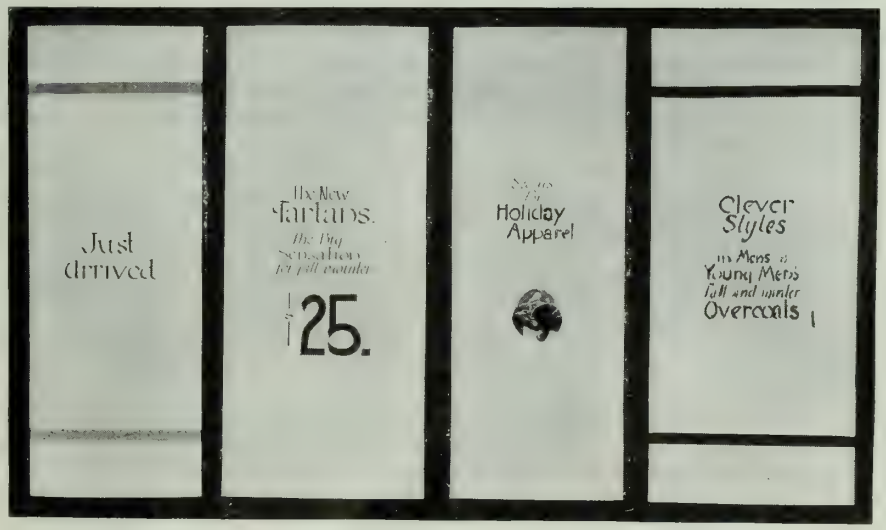
The left centre sample takes the form of a very prominent price card, unusually prominent compared with the work of most card writers, but the figures,—the only brush work on any of the cards and done with a wide flat instrument—are not too obtrusive for all their size. There is a neatness that tones down any feeling of over largeness, and the condensed form so far as width is concerned, serves to keep them practically inside the width allotted to the lettering. The dollar mark is an odd one, but simple, effective and rapidly executed.

The whole inscription including the price, is kept in a small panel space in the centre leaving abundance of white ground—one of the best features of all such cards.

The right centre card contains a unique layout, with a small, pen line panel, as a relief to the inscription which is itself of the type of a regulation formal announcement.

The cards at the lower end of the page are also the work of Mr. MacDon-

(Continued on page 73.)



Urging Britain to Allow Export of Wool

Knit Goods Firms in Replies to Query of The Review, State That Conditions Would Soon be Serious—Supply from U. S. Would Increase Prices—Much Needed for Government Orders.

The following letters have been received by The Review from knit goods manufacturers indicating the urgent need for rescinding the recent embargo on the export of wool into Canada.

MATTER FOR GOVERNMENT ATTENTION.

WE have your favor of the 13th inst., asking our opinion on the effect of the English Embargo on Wools, and in reply wish to say in regard to the raw wool stuation, this embargo if maintained for any length of time, will have a very serious effect on Canadian business. It is quite true that we can go to Australia, New Zealand, or South America for certain of our wools, but at the same time this cannot be done in a week or a month, as connections must be formed in these countries and it is doubtful if any could be got from New Zealand or Australia short of four or five months. In the meantime the Canadian supply of wool would undoubtedly be used up in about two months and in fact Canadian wools at the present time are very scarce; after which time, we would be obliged to go to the United States for our supplies, and recent quotations had from that source on Crossbreds have been anywhere from 3c to 6c per pound advance, while on Woollen Tops they are asking an advance of anywhere from 5c to 8c per pound. This being the case, of course those concerns who are tendering for contracts for Government work, would be obliged to put the extra price on these goods and eventually this extra price must be paid by the Canadian or British Government for their supplies.

We think this matter should be brought very seriously to the attention of the Canadian Government with a view of having matters adjusted in some way with the British Government, so that supplies could come into the country and we in turn would not be allowed to export in the raw state. This we think would overcome the difficulty.

PENMANS LIMITED, J. Bonner,
General Manager.

Paris, Canada, Oct. 16, 1914.

* * *

NEGOTIATING WITH BRITISH GOVERNMENT.

REPLYING to your favor of the 13th would say the embargo placed upon wool by the British Government will certainly be a very serious matter to all Canadian Textile Manufacturers. We had very large quantities of Wool specified for immediate shipment just at the time the embargo was placed, and we have been unable to secure shipment. We should think this would work out very unfortunately for all Canadian manufacturers. Our representative in England is negotiating with the British Government to see if we cannot secure a license to have these shipments come forward, as they are required for manufacturing government orders. The matter is also being dealt with from Ottawa. We were advised by cable a few days ago that last week there was an advance of 14c per lb. on crossbred yarns in England, so the situation looks pretty serious at the present time. This year, particularly, all manufacturers have been running with as light stocks as possible and if importations of wool are stopped for any considerable length of time present stocks would very quickly become exhausted.

Dunnville, Canada, Oct. 17, 1914. THE MONARCH KNITTING CO. LTD.

* * *

A REPORT from Bradford manufacturers to Messrs. Wilson & Angus, Toronto, deals thus with what they designate as the extraordinary position prevailing at the present time:

Practically all quotations for merinos and crossbreds have been withdrawn, and all we can do with regard to values is to give the price last made. For example, 17½d. has been made for 40s., but to-day it is practically impossible to buy any sort of crossbred tops or even merino tops at any price.

Topmakers have had to buy back tops previously sold to merchants, and the latter have made good profits on the transaction.

The trade has been fairly overwhelmed by the enormous demand for all kinds of Army material; indeed, the demand is greater than the trade here can supply, and big contracts for the French Army are going to America and Canada. There has been a particularly large demand during the past few days for material for horse rugs and all sorts of low wools and low noils have been practically swept up.

All spinners who have adapted themselves to the altered conditions are working at high pressure; indeed many mills in Bradford and district are working night and day.

Even merinos are dearer than they were a week ago to the extent of a half penny or three farthings; but it is hardly possible to say really what merino values are until some wool has been offered in London.

All sorts of English wools are also in great demand, especially the stronger sorts, and prices are on the up grade. The conditions prevailing during the war of 1870 have not only been reproduced but the demand is proportionately greater than it was then."

See also next page.

Harvey Knitting Co., Limited, Woodstock, Ont.

Ladies' Fine Swiss Ribbed Lisle Vests.

MAKERS OF

Ladies', children's, men's and boys' Vests, Drawers and Combinations in Cotton, Lisle and Mercerized Yarns. Combinations a specialty.

Also

sole makers of the AIRYWEAR knit fabric. Most perfectly ventilated garment ever made.

Sold to the Retail Trade.

Wait for our Representatives with the

HARVEY BRAND OF KNIT GOODS

The range for 1915 is the finest ever shown in Canada.

AGENTS: British Columbia and Alberta—H. P. Laing. 601 Welton Bldg., Vancouver. Manitoba and Saskatchewan—Harvey Bros., 313 Fort St., Winnipeg. Ontario—J. E. McClung, 33 Melinda St., Toronto. Quebec—P. DeGruchy & Son, 207 St. James Street, Montreal. Maritime Provinces—F. S. White, St. Stephen, N.B.

Boys' Porous ILET Combination

STOCKS SOON EXHAUSTED.

WE are in receipt of yours of Oct. 13th, and we may say that the prohibition of the export from England of wool and yarns will be a very serious matter for the knitting concerns in Canada if this prohibition is continued for even a short time. We think that your statement to the effect that the stock of yarn in the factories and mills will be largely exhausted by Christmas is, in all probability, correct. Something, of course, will depend on the condition of business between now and Christmas, but we are inclined to think that stocks in the hands of the retailer are very low, and that there is apt to be a very considerable demand between now and the close of the year. This, of course, will tend to use up the available supply of raw material. Our advices are to the effect that an exception is likely to be made in the case of Canada. We understand that the Ottawa Government are negotiating with a view to having the embargo removed, so far as Canada is concerned, and we think that, in view of the fact that the Imperial Government are asking the Canadian mills to supply goods for the Imperial troops, in all probability, the embargo will be removed, but, as yet, we have no definite information.

In reply to your question regarding the advance in cost of manufacture, we do not anticipate any advance in the cost of labor. The labor supply at present is very plentiful, but there will, no doubt, be an advance in the cost of raw material, even if the embargo is removed. Prices have advanced very materially during the last month. This, of course, will increase the cost of manufactured goods, and, on the margin on which knitted goods have been sold in the past, corresponding advances in the price of the manufactured article will become necessary.

We are not prepared, just at present, to answer your question regarding other sources of supply. We are looking into the matter and preparing to meet the situation in case the embargo is not removed.

R. M. BALLANTYNE, LIMITED.
(K. C Turnbull.)

Stratford, October 17.

TYPES OF CARDS.

(Continued from Page 71.)

ald, and three of them show a variety in treatment from the simpler ones appearing above. Note the one on the left, with the two words, "Just Arrived." The stripes on top and bottom are in grey. This is a very terse catchy phrase, and the firm for whom it was executed, Messrs. Fitzpatrick and O'Connell found that it not only drew attention to the goods but resulted in a number of inquiries being made.

The second card follows the line of the one shown above with a prominent price mark.

The third is a novel and taking card for a special occasion, Thanksgiving, with the turkey itself a cutout in colors, and the section of the circle on the top also in two bright colors.

The fourth has the lettering like the rest in a narrow panel space, with the stripes of vivid green on top and bottom.

Mr. MacDonald's work has attracted considerable attention and The Review is glad to be able to reproduce some of his typical products in this issue.

WAR INTERFERES.

(Continued from Page 66.)

four-in-hands, large scarfs and knitted shapes; there are club stripes, all-over designs, checks, polka dots, plain colors, and in fact almost anything that could be asked for—and they are all in good taste. All-over designs are getting a fair share of attention, despite the fact that the higher-priced lines do not appear to be big sellers and the manufacturers have risen to the occasion by bringing out similar designs in cheaper grades.

Sold Eighteen Dozen Tipperary Ties in One Day

Semi-Ready Store, Toronto, Puts on a Special Line to Meet the Spirit of the New War Song—A Popular Response—Saturday Sales Made the Event the Most Successful of the Kind Ever Held in the Store.

IF everybody is singing "It's a Long Way to Tipperary," why shouldn't they wear a Tipperary tie? This was the question which appealed to Manager Hay, of the Semi-Ready Store, Yonge Street, Toronto.

There is no connection between the particular song and the war, and yet it has become the British marching air of the campaign, and, it is said, is being taken up by the French. The sentiment of the lines has nothing to do with fighting; it is the air that has caught the spirit, just as the Americans in the war with Spain took up "There'll Be a Hot Time in the Old Town To-night." But there is a connection between the song and the cravat which Mr. Hay has brought out; it is an Irish tie, which typifies the Irish air.

With everybody singing, humming or whistling the war air; with the orchestras in every theatre playing it, and with the echoes carried up and down the streets by gramaphones, Mr. Hay conceived the idea that it was time to take advantage of the fighting spirit to help business. He went to a tie manufacturer and bought up a line of shamrock-colored goods, which he had made up for his store to sell at the popular figure—50c. The material was a green mixture in one of the new floral patterns, which at first glance could very well pass for a shamrock design.

That Mr. Hay had correctly gauged public sentiment in this matter—that he was correct in his opinion that the popularity of the song would work out in neckwear—has been proven by the sales. He reports that on one Saturday alone there were over eighteen dozen went over the counters, and this is a remarkable showing at a time when there is not a very strong demand for haberdashery.

This window dressed by Reid Pepper had a good share in selling 18 dozen ties in a day. These are shown prominent in the foreground, while the card proved a "Hit," as well as a "Tip." In the background is a drawing of an Irishman with a pipe. The whole window has the natty appearance characteristic of Mr. Pepper's trims.

The big selling feature was the window which is illustrated here. The display was one which was designed with marked care, and was bound to attract attention. There were few men who passed who did not hesitate for a moment and look it over, and many went inside, as the sales show. Altogether it was one of the most successful efforts of the kind which has ever been organized in this store.

A companion window was filled with an appropriate display of Irish homespuns in suits and coats.

Since the outbreak of the war there have been a large number of patriotic neckties placed on the market. There have been tri-color effects, both in the flat silk and knitted cravats, and there have been a large number of emblems worked into the scarf ends of various shaped ties. However, the demand for these has not been very strong. The Tipperary tie idea seems to appeal more to the taste—just the same as people would whistle the tune when they would not find occasion to stop and give three cheers for the flag.

Official Statement from Customs Department to The Review

IN order to settle a point in dispute as to what goods ordered before the war are eligible to enter Canada now, the Editor of The Review wrote the Commissioner of Customs at Ottawa and received the following reply, settling also the point as to the manner of proof required of export before the war:

Department of Customs,
20th October, 1914.

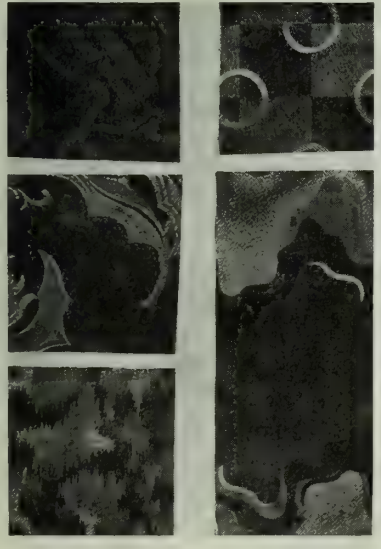
Sir:

I have the honor to acknowledge receipt of your letter of the 13th instant asking for a statement from this Department as to whether it considers that German goods which left Germany after the declaration of war, August 4th, or Austrian goods which left Austria after the declaration of war with that country, on August 12th, may enter Canada.

In reply I am to state that this Department holds that goods the product of Austria or Germany in order to be entitled to entry into Canada must have been exported from these countries previous to the outbreak of war with each country, respectively. When goods are shipped from these countries the date of the foreign bill of lading is considered sufficient proof; and when goods, the product of Austria or Germany, are imported through a neutral country, the affidavit of the exporter in the neutral country, containing the above facts, is required.

I have the honor to be, Sir,
Your obedient servant,
JOHN McDOUGALD,
Commissioner of Customs.

Fall and Christmas neckwear. Tie shows tendency for all-over designs and wide aprons. Swatches show big patterns in shot effects in silk and satin. Note upper right-hand sample: shot block effect in background, with two-shaded ring. Shown by Fowke-Singer Co., "The House of Novelties."



STYLE TALKS ON TIES.

The supplies of silks from Switzerland are still keeping up fairly well and neckwear manufacturers are able to produce almost as great a variety as in previous seasons, while advices from that country are quite hopeful as to continuing shipments.

* * *

While club stripes in bright colors and variations of border ends still have a big hold on the trade the large all-over effects are taking the lead and late Fall and Winter should see an extension of the domain of these. There seems little limit to the size of these patterns or to the colors. It is noticeable that black forms one of the constituent colors of the majority, however, with gold, red, blue, orange or green as popular companions.

* * *

Not only are the figures larger but the tendency is for a larger shape. This is due on the one side to the desire of the merchant for as big a display as possible in his window, and, on the part of the public, to make use of the larger space left in front through the latest tendency for a wide opening collar and vest. What the manufacturers will say to this "waste" of good silk particularly when most of it is costing more, would be better not published.

* * *

Moire silks in two-tone effects, in soft rich colors, are having a decided run this Fall, both in Canada and the States. Paris introduced the fashion some months ago.

* * *

A combination of silk and satin is being used on some new Fall lines: the satin may be the background and the figure in silk or vice versa.

* * *

Many manufacturers are showing amber stripes, and these are likely to have heavy runs particularly for the Christmas trade. Not only do they contain the richness and effective decoration of the all-over patterns but the "shaded" stripe adds very much to its richness. These come in all kinds of shades but black and a soft yellow or gold combination is among the leading sellers.

* * *

Black and white is predicted as a likely combination for Spring. This will be seen mostly in cross bars.

* * *

A knitted silk tie is on the market that is woven naturally on the bias so that the tie keeps its place.

KHAKI NECKWEAR.

The war is having its effect on neckwear styles and materials in England. Samples have been received by the Canadian trade of neckties of khaki color which have been brought on to the market since the opening of hostilities. These come in plain silk in a number of shades. Canadian dealers do not feel that they will be strong, as the color is not one which is at all a drawing one. "It is a sickly-looking shade for a tie," remarked one dealer—and there will be many agree with the opinion.

KNITTED TIES.

In London shops a large quantity and variety of knitted ties are being shown in regimental colors and in the red, white and blue.

FALL STYLES IN SHOES

A leading Boston merchant says in his advertisement: "New Fall shoe models present many extremes in style, including the new plain toes and the new wedge toe tipped in both black and tan. The latest novelty for Fall is the new cloth tops, fawn-colored in the tans and battleship and Oxford grey in the blacks. For dress shoes the new Oxford grey cloth top patent leather with the new flat buttons are the leaders. Men's gun metal tango dancing pumps are the correct style for the new dances.

Wide-aproned tie with large all-over pattern, for Fall and Christmas. Shown by Crescent Manufacturing Co.

MENS CLOTHING AND FURNISHINGS

OCTOBER, 1914

The One Word "Canada"

THE great event of the month to all citizens of Canada was the landing of over 30,000 Canadian troops after a voyage of 16 days in Plymouth Harbor, whence on another occasion of great peril to England the gallant, daring Drake sailed out "to singe the Spanish King's beard." We are told that something of a thrill passed over England at this visible token of the loyalty of the daughter overseas, and some pride as well as a deepened sense of obligation to the hard-pressed Motherland must have been stirred by the London Times' comment upon this force from a non-military country, that they were all in khaki and "splendidly equipped," and that on the shoulder strap of each was "the one word Canada."

The enlisting of men for the battle front has not yet assumed such proportions in Canada as to make noticeable the vacant places in the ranks of employees and employers in our stores, as is the case in England where the proprietor, or a director has secured a commission and enrolled fifty and even one hundred of his employees. Generally there, as here, the firm has taken up the burden of providing for the dependent ones who are left behind, a practical work of loyalty. Along another line gain has been set aside where prices to retailer on the one side, and consumer on the other, have been held down, in the face of a temptation to take profits that would never have been eschewed under a different set of circumstances.

In mercantile, as in municipal and national life these days, there is the work at home that will bulwark up the work of the men who have crossed the seas: men who will fare forth to danger and to death, clad in khaki, and bearing on the shoulder strap, *the one word "Canada."*

True Economy

ALTHOUGH business men as a whole have accepted the situation with resolution amounting almost to cheerfulness, there are still a number who are pessimistic to the point of panic. This is evidenced in penny wise pound foolish measures of economy.

Cases are known where merchants have stopped lighting up their windows in the evenings, thereby saving a few cents on the light bill and quite as certainly cutting many dollars off the total of future sales. Some have reduced their advertising appropriation—and their sales in almost equal proportion. Some—a very few, we are glad to say—have declined to spend a dollar or two a year for their trade paper; and their loss thereby is quite out of proportion to the saving effected.

The same applies all around, to business men of all degree. Pinchbeck economy has crept in, the inevitable concomitant of unreasoning pessimism. At times of stress and uncertainty there are always some men who think a saving in hand—no matter how insignificant—is better than two sure profits in prospect.

It is not intended to assert that economy is not the proper policy to pursue at the present juncture. This is a time when every item must be watched and every expenditure guarded. Lavishness or carelessness would be highly reprehensible when the ultimate triumph of a cause depends perhaps on the conservation of resources now. "Economy with efficiency" should be the slogan of business to-day. But economies which hamper legitimate development hurt efficiency.

Settle Accounts as Usual

WE BELIEVE most retail merchants realize the need of keeping business as near normal as possible during the war. A few complaints are being heard from authoritative sources, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to wholesalers and manufacturers who are straining every effort to keep collections up to normal, but it is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and dealers who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your customers to pay their accounts if you do not practice what you preach.

AMONG THE newest things in shirts is a silk mushroom bosom, with soft cuffs. The mushroom front is not new by any means, but up to the present it has been confined rather to cheaper lines of shirts. The silk ones will cost the retailer from four to five dollars.

* * *

A NEW STYLE on the market is a white shirt, with pleated front, trimmed with a small flower on cuffs, and in one line down the centre. A new sporting shirt is also being shown, mostly made of white duck, in Norfolk style, with sport collar.

Prices Up 5 to 15 % for Spring

Outlook Very Uncertain in Supplies—$5 Boots May Have To Be Sold at $6 Soon.

Tan Oxford, blucher style, with new ragian cut, and squares pinked on the tip. Shown by Regal Shoe Co.

IN the Canadian shoe trade there is already some speculation as to what materials may be used for footwear if the existing conditions continue indefinitely. Manufacturers do not seem to care to express opinions as to what will be done when leather supplies are exhausted—but that these supplies will soon be exhausted if shipments do not come forward from Europe there is not the least doubt. Prices for raw material are being quoted merely from day to day and nothing like assurance is given as to futures. The market could hardly be imagined as being in a more unsettled state.

"I would be ashamed to try to predict what we will be using for shoe materials should the war last a year," was the way in which one leather man referred to the situation.

From inquiries in the trade it is learned that the advances which have been made by the manufacturers are generally 5 per cent. to 15 per cent., according to the grade of shoe.

"Would the retailer be entitled to ask $6 for a shoe he has been selling at $5?" was a question asked one manufacturer, the reference being of course to the retail situation in the Spring when the lines which are now being sold are placed in stock.

This firm had made its figures on the basis referred to up to the 1st of October and were guaranteeing delivery on orders placed up to that time. The management would go no further for they had nothing to assure a supply of leather at a more definite price than the daily quotations in the market; these quotations were being changed every day. Quotations could only be guaranteed up to the extent of the stock in hand. On the 1st of October it was found that the supply of stock had not been exhausted and the prices were continued for the time being.

"Will you have to make further advances?" was asked.

"We certainly will," was the immediate and emphatic reply. "The price of material is advancing all the time. I was making inquiries yesterday as to further stock and the quotations have been increasing materially."

Most retail firms consider it best to hold prices at past figures so long as possible, as is being done throughout the dry goods stores generally.

Several firms who carry shoes marked at a "fixed" price declared that they might decide to hold the price but lower the quality to correspond.

Just at present it is impossible to predict with any exactness. Unquestionably the outlook is not as dark as one month ago but quite bad enough.

Some manufacturers have advanced prices on sorting orders as much as 40 cents a pair. In some cases big lots of overstocked goods have been bought at regular prices or even below.

Prices for Rubbers to Hold Until December 1st

Big Manufacturers Have Raw Stocks to Last for Some Time and Market is Expected to Stand Together—Future Depends Entirely on the Rubber Market, With No Advances Unless Necessary.

THE war has not affected the retail market situation to any extent with regard to rubber footwear up to the present time. Whether the trade and the public will have to pay higher prices after the first of December, is something that is as uncertain at the moment as is the situation in Europe. In any event, present prices may be expected to hold generally up to that time.

The whole problem as to the future concerns crude Para rubber such as is used in the manufacture of the different lines of rubbers, overshoes and athletic footwear. When the war broke out there was a big demand for raw rubber. The price advanced from about 65c and 70c to $1.15, $1.25 and $1.30 — practically double. Since that time the difficulty of making exports to Europe has caused a reaction. The action of the rubber manufacturers will depend largely upon the market prices prevailing about the 1st of December, as big manufacturers now have sufficient crude material to operate until that time and there will be no advance until such a course is absolutely necessary. The tenor of trade opinion is that under the existing conditions every effort is to be made to keep the prices down in sympathy with the public pocketbook.

All orders which are placed before the first of December are pretty certain to be filled at the present figure—and there will be no advance then if the market for raw material is at all reasonable. However, this is not the buying season for rubbers and overshoes. Stocks are usually purchased in the Spring for Fall delivery. Sorting business brings in a fair volume of orders through the Winter months, but these have not commenced as yet.

As regards athletic footwear, orders are now being taken and most of the houses have their travellers on the road. These orders are being taken on the old basis. There may be some changes, but these are in the nature of adjustments and are both up and down the price scale, having no relation to the war conditions.

Some New Footwear Novelties.

The lines of rubber and canvas athletic and outing footwear now being offered to the trade for next season embrace a great many varieties, for this class of footwear has become much more popular during the last few seasons. The new low shoe for Summer dancing, being made of white canvas with a thick rubber sole and solid rubber heel has been made a strong seller by the popularity of the tango and the other new dances at the Summer resorts. It is expected to have a big run in the coming season. Entirely new is a sandal for the children made of water-resisting canvas and rubber sole, which is a very sensible foot protection for the youngsters playing in the sand and wading on the beaches.

Unique in the new line of one of the large manufacturing concerns is a rubber soled stocking for bathing. This seems destined to find popularity with the bathers. It is really a combination shoe and stocking. The rubber is, how-

(Continued on page 78.)

A WARLIKE DISPLAY OF KHAKI.

This window of Bilton Bros., Toronto, attracted much attention just before the first contingent was going and the beautiful khaki serge displayed was sold out before the window held its three days' sway. Note sword, rifle, bull-dog handkerchief and picture as effective accessories, while the cloth itself was shown both in the piece and made up.

Summer Underwear Lines as Usual for 1915

Practically All Lines Can Be Supplied by Canada and Competition May Make Prices a Trifle Lower If Anything—Bulk of Orders Now Placed—Men Will Wear Little But White Garments—Combination Suits Ever Gaining in Popularity.

THE war has made practically no change in the situation as regards the Summer campaign of 1915. Orders have been placed for the Summer lines on the usual basis, and there is no material change as regards either the prices or the styles. Deliveries should be made as usual.

Summer underwear for Canadians is largely a Canadian product, and this applies to the lines for both men and women. There are some imports from the United States and from abroad, but they do not figure stronger than novelties in relation to the general situation. The great majority of the raw materials are available from American sources, and will not be affected by the war. Prices are unchanged generally. On many of the home products, in fact, there is a tendency towards easier quotations, which is the result of the keen competition for business with the prospects for small consumption. Some of the lines manufactured of wool have advanced slightly with the advance in the price of the raw material—but it need not be explained here that the proportion of woollen underwear for the hot weather season is so small as to hardly prove an influence in the general situation.

The stocks which are being brought indicate strongly that colors in underwear for Summer are getting very much weaker. The pinks and the blues, the tans and the other shades have practically all disappeared. White is the general predominating note, and there is little else to be seen.

More than ever is the popularity of the combination suit proven. The demand for the two-piece suit is getting weaker all the time. There are three times the number of combinations sold in the men's lines than there were a couple of years ago. A few years hence and the old-fashioned garment will have disappeared. It will have to go just as soon as the prejudices of the old-fashioned people have been overcome.

The Balbriggans still cover the bulk of the Canadian trade. There is getting to be a call in the cities for the different porous knit materials, and a limited demand also for the loose nainsook garments, but for the most part the Balbriggan undergarment seems to meet the Canadian idea of Summer underwear. For the real hot weather the nainsook is more comfortable, but there is not enough of this weather in Canada as a usual thing to create a general demand. There is a stronger popularity being shown, however, for the shorter arms and sleeves and a three-quarter length is having a good sale.

Looking a year ahead, the situation is not so clear, and it is just beginning to have the consideration of the big buying houses. Here, although the Canadian manufacturers supply the bulk of the trade, there are a number of lines of garments which are imported from Great Britain. These are expected to come forward as usual, but it is yet too far in the uncertain future to speak definitely in the face of such a situation as exists. Already there is a tendency for higher prices for woollen materials as the result of the increase in the cost of the raw material, but there may be many developments in the next few months which no one can foresee at the moment.

PRICES FOR RUBBERS.

(Continued from page 77.)

ever, attached to the knitted material and there is no danger of its coming off in the water. Really a part of the stocking, it gives full protection to the feet with a minimum of additional weight.

J. N. Vanslyke, Port Elgin, is opening up a tailoring business.

The death is announced of Mr. George Laurence & Co., Creemore.

S. Silver, Medicine Hat, is succeeding Silver Bros., men's furnishers.

J. B. Evans, Fort William, Ont., men's furnishings, has been succeeded by Evans Bros.

Demand for Furs Holds Well--Future Uncertain

Some Early Fur Sales, but Most of Goods are Out of Style and Have to be Sacrificed—Business said to Equal Last Season—Outlook Seems to Indicate Dearer European Furs and Lower prices in Canadian lines.

FROM inquiries which have been made in the fur trade, business this season appears to be equal to if not better than a year ago—although it needs no comment here to recall the fact that last year was far from a record maker.

Prices generally are about 20 to 25 per cent. lower than a year ago. This is not the result of the war, but the natural reduction following the lower prices which prevailed in the world fur markets when the big sales were held in the Spring. However, it is doubtful if the prices prevailing are an important factor in the retail business for the ignorance of the general public so far as the value of furs is concerned is something weird and wonderful. Whether a garment is a No. 1 or a No. 2 is known to few people who go in to make a purchase. Price is something which is largely controlled by the pocket book, and value is decided upon the word of the salesman and the reputation of the house. Usually more important in sales than price is style. A stylish garment at good value will sell much more readily than a bargain of last year's design.

Selling Last Year's Stock.

Already in some parts of the country fur sales have been started. But it may be taken for the most part that these sales bear as much or even more relation to the business of a year ago than to that of the present year, and it will generally be found that the garments which are sold are last year's stock and the reduction in price is scarcely more than sufficient to offset the lack of style.

One of the big Toronto stores where there have been fur bargains offered has been selling furs at greatly reduced figures, but these have been business "tempters," and last year's styles which have been saved from the Spring fur sales for this very reason. "We are not cutting the prices on any of our new stocks and we will not until late in the season when we want to clear up the stocks," was the statement of the manager of the department.

At Montreal a prominent manufacturing furrier stated that his house had no intention of starting early fur sales unless it was forced to do so by competition. His house, he explained, was in much better position than a year ago and prepared for rather a small season —a step which had been taken before there was any talk of the war. In fact, Montreal business was even better than it had been the previous year when preparations had been made for a big season and when orders to the trade had been cancelled. The result had been that the firm had a heavy stock on hand which it was found necessary to sacrifice.

Good Furs Hold Their Prices.

In the trade the reports indicate that jobbers and manufacturers find that the market has firmed if anything for good furs since the war. This is particularly true of Persian lamb and of Hudson seal, the supplies of which come from Europe—and in fact all lines which come from Russia and Germany may be expected to be somewhat higher in the future. High class Canadian furs are holding their own, but in some of the cheaper skins the prices are weak. Bear skin is being held at a high figure, for it is considered that there should be a demand for this fur for military headgear.

LOST $25,000 IN MONKEYS

There is all this talk about being prepared when opportunity knocks—but it does not appeal to a certain Toronto fur dealer. Besides, it is rather difficult to tell when there is a knock in the night whether it is opportunity or a burglar. And this knock came in the night of business depression following the outbreak of war. It was an offer of 22,000 monkey skins at 30c each. The offer was not accepted. To-day the skins can be sold at something like $1.75 each —the dealer referred to lost something like $25,000 in six weeks; that is, if one can lose what one never had.

The firm desiring to make the sale is one of the biggest in the fur business in Canada. The price was ridiculous—like trying to sell gold dollars for 10c. It was this that probably prevented a sale. The question was asked, "If the big fellow cannot carry this stuff through how much chance is there for the smaller fellow?" The point was that at that time no one foresaw the boom which was coming in monkey fur.

What of the Future?

Fur dealers and manufacturers refuse to try to forecast the future of the fur business, although they have their individual ideas on the subject. These ideas, however, do not by any means coincide and a discussion of the whole situation only tends to emphasize the uncertainty.

Persian lamb and some of the other European furs must be expected to be dearer as the result of the war, although to what extent cannot be judged when there are uncertain factors like the possible European production and demand to be considered, not to mention the course which the war may take. Against the falling off in number of skins available will be a probable weakening in demand in Europe.

Hudson seal comes practically altogether from Germany—but the bulk of it is produced in Canada and goes to Germany as muskrat. There is now the problem of having the rat skins treated in some other country and great possibilities for the industry at home. If this dyeing can be done in other countries than Germany, there should be little material change in the situation as regards Hudson seal; but if it develops that German dyeing cannot readily be duplicated, then Hudson seal will advance in price and rat skins are likely to be a drug on the market.

Canada a Fur Exporter.

To look at the worst side of the situation, the supplies of fur coming to this country might entirely be cut off, and yet Canadian would not need to suffer seriously. Canada is one of the great fur-producing countries of the world. The danger is that the Canadian fur industry may suffer from the difficulties of export and the cutting off of the European demand. On this question there are different opinions—on the one hand that prices will decline and on the other that they will advance on account of the difficulty in getting European supplies. Only the future can decide this point.

The more generally accepted theory is that Canadian furs are likely to decline in prices, and this creates a serious situation for some of the big fur companies with buyers in the far north who will not know of the present conditions for months, and will go on paying the prices which have been prevailing while the market value may shrink materially.

Shallow window, difficult to light, because illumination must come straight down.

Lighting Windows to Catch Crowds at Night

Two Circuits Are Economical, Equipped with Switch, Gauged to Suit Period of Largest Traffic—Three Types of Reflectors and Their Merits—Sources of Light Should Never be Visible—Light and Prosperity Linked up.

Second of Series by A. J. Edgell, of Greater New York Display Managers.

PROSPERITY and light go hand in hand. It pleases a competitor mightily to see a store front dull, so a merchant who does not have his show windows brightly illuminated at night loses a good opportunity to increase his sales and gives his competitor a great advantage.

Window lighting depends to a considerable degree upon conditions that are individual to each window. The character of goods displayed, whether light or dark, and the color of background, are matters that should be taken into consideration in installing a system. If streets and neighboring windows are brilliantly lighted, it is, of course, necessary that the intensity of illumination in the window be higher than if such conditions do not exist, as the effectiveness of the lighting is largely a matter of comparison.

Bad When Light Source is Visible.

In a previous article attention has been called to the methods of window illumination. These may be divided into two classes—bad and good. Like the maiden in the nursery rhyme who "when she was good, she was very, very good; but when she was bad, she was horrid," window lighting when it is good is very good, and when it is bad it is horrid. As bad examples, might be mentioned the windows in which the light source is visible and causes an unpleasant eye-strain; the window in which a lighting fixture is visible, with the lamps themselves at either end of horizontal arms, etc. To what extent a firm will go to prevent the light source being visible to the passer-by is shown by the method used by Marshall Field, in Chicago. In one of their largest windows, situated on a corner, the light sources in that portion of the window at right angles to the observer would, under ordinary circumstances, be visible. To prevent this, short wings of tin painted dull black have been extended out four to six inches from the reflector between each lamp.

Concealed Sources.

The proper method of illumination is by means of concealed sources, the light being thrown from the top and front of the window in such a manner that no annoying shadows are made. Windows call for an installation of reflectors and lamps which will provide an illumination of such intensity and quality that after-dark business may be carried on at daylight efficiency. Good business demands the best illumination possible, combined with attractive appearance and the adoption of every sensible economy.

Reflector Very Necessary.

A reflector is a very necessary part of the lighting equipment in order to use light efficiently and reflect rays that would otherwise be lost. An electric incandescent lamp does not give light equally in all directions; on the contrary, it throws its maximum candle-power on the walls sideways, and lesser amounts in all other directions; thus, a 25-watt Mazda lamp gives 21 candle-power sideways, 6 candle-power straight downward, and intermediate amounts at various angles. It is, therefore, easy to see how necessary are proper reflectors if the greatest efficiency of the light burned is to be had. Reflectors gather much of the light that would otherwise go to waste and throw it on the goods where it is needed.

Mazda lamps are generally used in window lighting, because they give a much more brilliant light than the ordinary lamp, at no increase in the amount of current consumed; in fact, the claim made for the Mazda lamps is that they will give three times the light of the ordinary carbon lamp and burn no more current in giving this increased light.

There are three types of reflectors in general use for window lighting, each having the power of effectively illuminating certain types of windows; these are prismatic reflectors, trough reflectors and individual reflectors.

Where Window is Open to Store.

Where a window is open to the store, the background being carried to a height of two or three feet, it is frequently necessary to use glass reflectors with frosted lamps in order to harmonize with the interior arrangement of the store, which is visible from the street. In a condition of this kind glare is frequently apparent, and some of the light is wasted on the side walls, but occasionally attractive windows may be seen which are lighted

(Continued on page 82.)

Is Copy Becoming More Tactful?*

Why the Direct Command to "Buy Now!" and the Like, Is Based on a Fallacy

By G. D. Crain, Jr.

"ORDER To-day!"
"Do It Now!"
"Don't Take Substitutes!"

These and other less vociferous examples of the "direct command," which copy writers have relied upon for a long time to bring the reader of the ad. from the point of interest and possibly desire to action, are becoming less numerous. Readers not only of the advertising pages of the magazines, but also of the newspapers, have doubtless noted the more diplomatic and tactful form of the suggestion, and have wondered whether the "big stick" has been laid aside for good.

Certain writers on advertising and selling have laid down the rule that the command is one of the most effective methods which are open to the salesman or the advertiser. But no salesman who has been called upon to meet a prospective customer—whose natural attitude is that of resistance, remember—believes that such advice can be taken without a liberal pinch of salt. The salesman who can make his argument, point his final selling appeal, and then say, "Sign here!" and get away with it, is the exception. In most cases it is necessary to put it up to the buyer of the commodity persuasively, even gently; and while cleverness and persistence are the main requirements for closing, the forceful command is hardly required in most cases.

Human nature, as a matter of fact, is not calculated to respond easily to the command. The imperative form, of course, may be used to suggest, as well as to command, and to appeal as well as to exhort. But the less violent modes can be better expressed in some other fashion than by the bald, blunt and unhesitating imperative.

The desire on the part of advertisers to avoid seeming too forceful and arbitrary in their demands upon the consumer may be responsible for the fact that many of them are turning to the question as a means of getting the same result. In fact, the interrogation seems to offer much greater opportunity for skilful handling than the command, since there are many kinds of questions, and each has a different use.

For example, there is the rhetorical question, as it is called, which requires no answer. Such a question simply states what is generally regarded as a fact in an interrogatory form, and gets the advantage of asking the question and calling up the mental response without the necessity of stating the answer. This enables the advertiser to score his point just as clearly and definitely with a question as he could do if he used the direct statement and underlined its every word.

When the Franklin Automobile Company asks, in a rather restrained way, "Why blame the tire-maker?" it gets the attention and the effect which would have been secured by "Don't blame the tire-maker!" without the possibility of offending the reader who insists that the tire manufacturer is responsible for most of his troubles.

Business-like Query of Southern Cypress Association.

The Southern Cypress Manufacturers' Association, of New Orleans, might say: "Don't Replace Rotten Wood With Wood That Will Rot!" and would doubtless have impressed a good many readers. But in the interest of letting the prospective customer draw his own conclusions, the association asks in its magazine copy, "Why Replace Rotten Wood With Wood That Will Rot?" If there is any answer, it would be in the mind of the reader, who could easily say, "Well, that plan wouldn't be a logical one. How can I get around it?"

Letting the reader do the thinking is stimulated by the question, and this is, of course, one of the chief advantages secured by the advertiser. If the manufacturer wants to start the man to whom he is advertising along a new line of thought, he can do it better by means of a question than any other way. The Kahn Tailoring Company, of Indianapolis, evidently thought so when in advertising its made-to-measure business to retail clothiers it put the proposition up to the dealer by asking, "Are You Letting the Biggest Fish Escape?" It might have insisted that the dealer was letting the big fish—the buyer of custom tailoring—get away, but it realized that the dealer who agreed with the unwritten answer to the question would be more nearly convinced than if a direct statement had been shot at him.

Skilfully Put Question.

The question serves another purpose. It automatically selects the audience to which the ad. is addressed. The manufacturer of a specialty which he knows will appeal to a comparatively small percentage of the readers of the mediums he is using can save effort all around by using a head which will catch the eye of the person who is really interested in his proposition, while slipping past that of the reader who isn't a prospect.

"Are You a Forgetter?" obviously is addressed to those who would be interested in memory-training; while "Going to Build?" will attract the attention only of those who will sooner or later be in the market for the products of the Chicago Millwork Supply Company, which heads its ad. with the significant question quoted.

One trade paper ad. which appeared not long ago, it happened, consisted entirely of questions. There was not a single answer to any of them, as far as the eye could see, but it is a safe bet that the advertiser, no less a house than Lord & Taylor, registered more strongly with those salient interrogations than if it had loaded up the page with an indictment of the proposition at which it was aiming. This is what the hoisery house said to the retailers at the close of the heavy summer season, when dealers were taking up stock and figuring up results:

"What did your inventory show?

"The odds and ends of half a dozen or more indifferent and unbranded lines, which can barely be given away—

"Or a nice, clean, salable stock of —— Hosiery, which can be filled out and brought up to date at a moment's notice?"

That was all; but didn't the retailer who answered the question frankly to himself create the best kind of sales argument for the maker's goods, if he was in the condition suggested by the second paragraph?

The direct command and the thundering exhortation may have their places in advertising, and may drive people to do things they don't want to do; but the polite suggestion, the tactful inquiry and the diplomatic inference are likely to pile up a good many scores in a season's run.

*Reprinted from Printers' Ink.

LIGHTING WINDOWS TO CATCH CROWDS AT NIGHT.

(Continued from page 80.)

in this manner. Such a condition need not exist with department, clothing, furnishing or other stores in which the windows have built-up backgrounds.

Prismatic Reflector.

The prismatic reflector is frequently adjusted in windows so that the light is directed to the most distant corner of the window, the portion of the window glass behind the reflector having the name of the firm, goods carried, etc., lettered in transparent colors. The light diffused by the prismatic reflector illuminates these signs in an attractive manner.

Trough Reflectors.

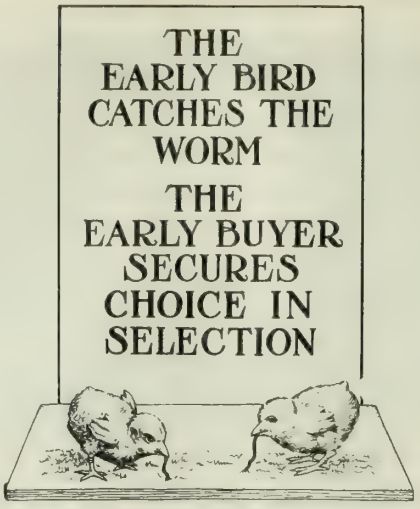
In the trough and individual types, the reflecting surfaces range from quicksilver to pure silver-plated mirrors. Trough reflectors are very compact, taking up little room, and being especially serviceable where space is limited. A Mazda tubular lamp is frequently used with reflectors of this type, giving a line of light that falls uniformly upon the entire display. The trough reflector is hung from or fastened to the ceiling of the windows in such manner that the light does not fall upon the side walls. These reflectors are made with different contours for different depths of windows.

Individual reflectors are made in many different shapes, from metal, or one-piece blown glass reflectors with mirrored surface in such form that they direct the light rays upon the display with little loss. The lamps used range from the 25-watt up to the larger sizes.

Two Circuits Better.

In installing systems for lighting show windows, the lamps should be placed on two circuits, so that half of them may be turned on during the early evening hours and the balance when the full strength of illumination is required. **To get the best results, of course, alternate lights should be placed on the circuits. A time switch should be a part of every lighting installation,** whether a night watchman is employed or not. It is not subject to the vagaries that human beings are, and turns the lights off and on promptly. It does not vary the turning off from ten minutes to half an hour, as a watchman or special outside watchman, whose route may extend a half mile, is inclined to do. **The initial cost is small, and is saved in a month by the lack of waste light thrown on the street when there are few passers.** In this connection it is well to remember that the "movie" habit which holds the people in its grip gives the merchant an opportunity to let his windows work another hour at night. Lights in most cities should not be extinguished until eleven o'clock, when the theatre crowds have passed. The saving of current from 10 or 10.30 to 11 is economizing at the wrong end.

A window of this kind is hard to light properly, because the light must be thrown practically straight down and falling mainly on top of the merchandise shown. In the windows shown, the reflector throws the light in such a way that an even illumination of the display results. The open portion above the background detracts from the appearance of these windows, because it allows a view of the interior and interior lighting fixtures. These, when lighted, distract the attention of the passer, and so weaken the effect of the shop window.



Suggestion for opening display of clothing, hats, shirts, ties, etc.

MEN'S SPRING SHOES.

In men's footwear there is little variety, with the most prominent tendency to lighter weights and closer edges. Bals are not as strong as last year, for the new Raglan cut to the Blucher has been sufficient to bring it up to the old-time popularity.

While the recede toe continues very strong in the higher grades, the extreme long French toe has been pretty well discarded, while the medium toe will be strongest of all. And in some of the smaller communities the high toe will still hold its place. The tendency in heels remains towards the inch and inch and a quarter, and no higher. Heels have a tendency to flare slightly inward.

The blend eyelet continues strong, with the small tango eyelet a good second.

Tans Good Again.

Unlike womens, tans will be very strong, and more promise to be sold than for several years. Of these the mahogany shade that was feeling its way last year will keep up a fast pace. Manufacturers are welcoming the tan fashion as relieving the demand for dull finished calf. Third in the list is black kid, with white and combinations very poor "also rans." There was one of last year's combinations, however, black and tan, that seems likely to get a fair sale this year.

Oxfords, 1, 2, 3.

The Oxfords will be far in the lead next Summer, and comparatively few high cuts are expected to be used. These will be nearly all laced, as buttons are very weak. In the high cuts they will be used only for dress wear. There is, indeed, no sign of the coming into force of a prophecy some made last year of greater demand for button patents. Every indication is against this.

Fall sales will be worked out in men's, as in women's shoes.

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"ROCKWOOD"

A SEASON'S NOVELTY
TO RETAIL AT 3 for 50c.

Same style in 2 for a quarter
quality is called

BRIGHTON

ASK YOUR WHOLESALER FOR THEM

The Canadian Converters' Co. Limited.
Montreal

The Cooper "Windless"

—a smart young man's cap that protects the forehead, never blows off, adjusts to three distinct sizes

Altogether this makes a profitable line to handle, the selling points are many, the styles are unapproachable and the values right. Each cap gives three distinct sizes which means three times the assortment with no more stock, or one-third the stock for the same range. It's a real, live money-maker. Look into the Cooper Cap proposition.

THE COOPER CAP COMPANY

260 SPADINA AVE. TORONTO

MEN'S WEAR REVIEW.

Interior Trim of Bilton Bros., showing French pink shirt, Russian cuffs, and black piping.

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Black and White Ties Promise to be Strong.

Shirt and Collar Lines for Spring.

Influence of the War on Men's Apparel.

Hats, Ties and Clothing.

Big Increase in Cloth Prices.

NOVEMBER : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

MADE IN CANADA

KANTKRACK

Trade Mark

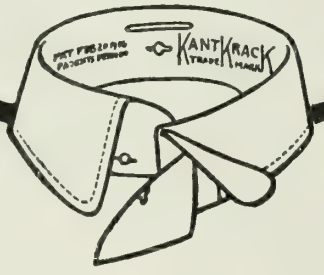
Registered

"ONE GRADE ONLY

Fact No. 3

Concerning "KANTKRACK"

—AND THAT THE BEST"



The long back slit allows the tie to slide easily

The easy sliding of the tie is a matter of great importance to every wearer of collars, no matter whether the collars are ordinary or waterproof linen. The long slit over the back buttonhole relieves the pressure at the point in other makes where the tie usually sticks, and allows it to slide smoothly.

Along with the many other exclusive features, such as the reinforced back buttonhole, the flexible lip, etc., this feature of KANTKRACK collars gives them a strong appeal to all wearers of waterproof collars. KANTKRACK collars save laundry bills.

Order your stock now —we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

It's the cloth in your overalls that gives the wear

STIFEL'S INDIGO CLOTH

Standard for over 75 Years

This mark stamped on the back of the cloth in

STIFEL (Registered)

Overalls, Jumpers, Shirts, etc.

is the bond we give the dealer and his customers that the material is the *genuine* STIFEL INDIGO, the world's standard for over 75 years.

STIFEL INDIGO is easy to wash and iron---nothing can equal it for service and satisfaction.

Insist upon seeing the mark which protects you and your customers from imitations.

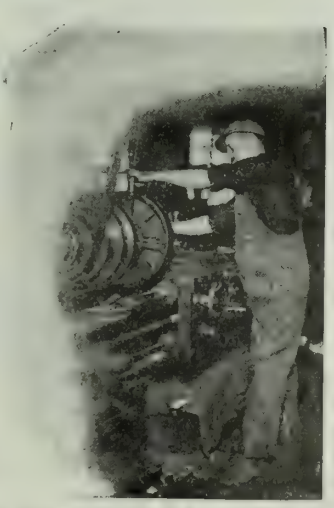
Cloth manufactured by

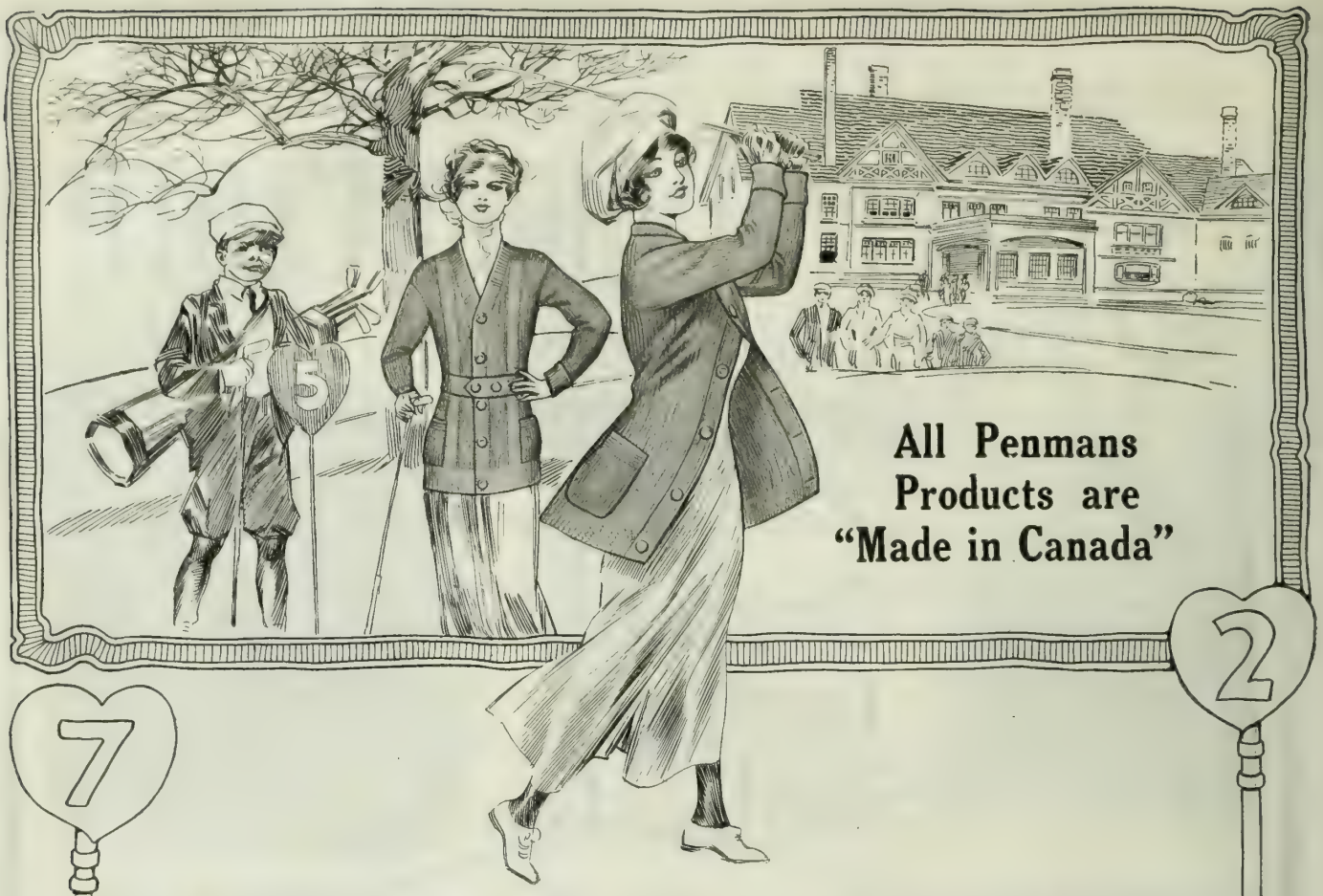
J. L. Stifel & Son

Indigo Dyers & Printers

Wheeling, W. Va.

NEW YORK - - 260-262 Church St.
CHICAGO - - 223 W. Jackson Blvd.
SAN FRANCISCO, Postal Teleg'ph Bldg.
TORONTO - - 14 Manchester Bldg.
WINNIPEG - 400 Hammond Block
MONTREAL - - 100 Anderson St.





All Penmans Products are "Made in Canada"

Don't Get Burdened with a Slow-Selling Line

A slow-selling line of Sweater Coats is like a mill-stone around your neck. What you want is a line that you *know* is dependable because *made right*, and a fast mover because *popular*.

Penmans Sweater Coats

—for Men, Women and Children — are great *trade-bringers* and *profit-makers*. Only the best selected wool is used—the long-wearing and shape-retaining kind.

No Sweater Department is complete or at its best unless it carries Penmans Sweater Coats

Pen Angle WARRANTED HIGH PENMAN'S GRADE KNIT GOODS

Penmans Limited **Paris, Canada**

Challenge Collars

Selling Point *No. 10*

Satisfaction in Service

Style without service produces utter failure in anything, and service without style and appearance is equally undesirable. Arlington collars in any of the six grades from the 70c and $1.00 solid stock to the **$1.25 to $2.00 interlined** in polished, dull and superior linen finishes, come in the most wanted styles and give absolute service. They have strong buttonholes and free tie space.

Challenge Collars cost $2.00. Why not try them out now?

Samples on request.

The Arlington Co. of Canada, Limited 54-56 FRASER AVENUE TORONTO, ONT.

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents; J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

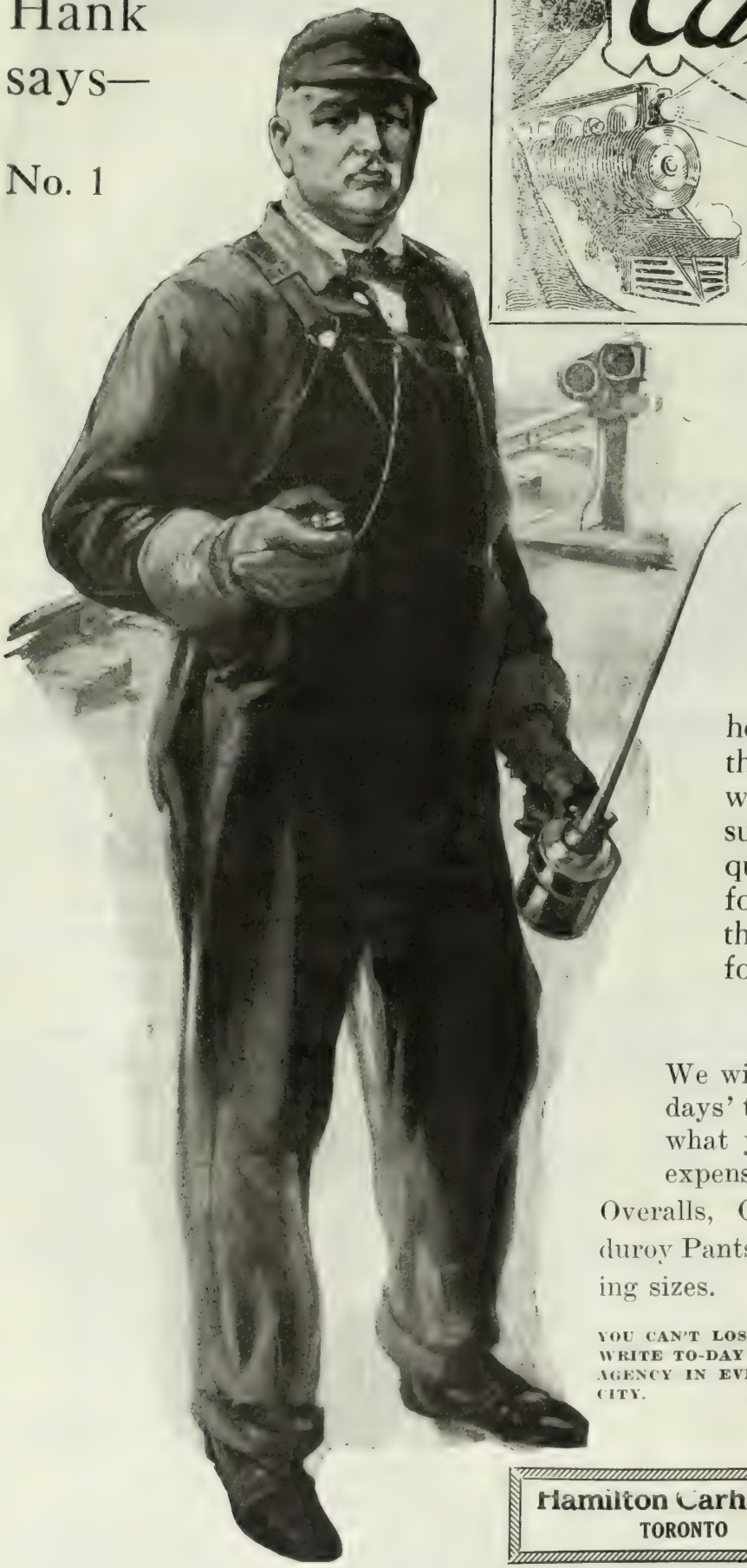
Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Hank says—

No. 1



MADE IN CANADA

MADE IN TORONTO

Carhartt's

FOR CANADIAN WORKMEN

"Worn them? Well I should say I have!

—and longer than they look too, for there's not a rip or hole in them. When Jones sold me this pair of

Carhartt's Overalls

he gave me a great yarn about the reinforced parts, the safety watch pocket, the self-adjusting suspenders, and the long-wearing qualities. I guess he was right, for they haven't give out yet, and they're mighty handy and comfortable."

Our Dealer Proposition:

We will send a trial order to you on sixty days' trial—sell what you can, pay for only what you sell and return the rest at our expense. Trial order consists of Carhartt's Overalls, Gloves, Corduroy Pants in best selling sizes.

YOU CAN'T LOSE, SO WHY NOT WRITE TO-DAY? WE WANT AN AGENCY IN EVERY TOWN AND CITY.

Hamilton Carhartt, Manufacturer, Limited

TORONTO VANCOUVER

MEN'S WEAR REVIEW.

NOVEMBER, 1914

Selling Furnishings for Christmas Gifts

This Year People Will be Giving Articles of Service and of Moderate Price—An Opportunity for Haberdasher to Extend His Circle of Holiday Shoppers—Encourage the Women to Come to the Men's Store at This Season—One Store Gave Chocolates Free —Prices or Not in Folders.

THIS article is written with a particular object. That object is to call the attention of the man in the men's furnishing trade to some phases of the prospective holiday business of this year to which he may not give sufficient attention; to impress upon the retailer of haberdashery certain features which are unique to the Christmas season of this year in particular, and which may be made to benefit business. It is intended to convey a certain amount of optimism at a time when optimism is needed, for it is felt that there is reason for that optimistic feeling with regard to the holiday trade if the public demand is met and encouraged. Interviews with several of the leading dealers in furnishings in Canada support the attitude of this article.

It is no news to the trade to say that conditions have been very quiet for some months. Furnishings, particularly of the better class and correspondingly better price, find a ready market when great prosperity prevails—when conditions are quiet men will wear their ties longer and when they buy a new one they are likely to pay 50c or 75c instead of a couple of dollars, and other articles in proportion.

Naturally there has been a stronger proportionate demand of late for goods of moderate prices. With regard to the holiday trade it does not hold that this state of affairs is going to continue; in fact in the high-class stores there are preparations being made for a Christmas business as usual—if not more so.

Logic Says Good Business.

Behind this idea that holiday business will be much as usual—and perhaps a little better—there is business logic. In the first place it may be taken that even though people may not have so much money to spend on their gifts as in some recent years it does not necessarily follow that they are not going to give the usual remembrances of the season. Rather will it be that there will be a more careful selection with a view to curtailment of price.

Again there will be more attention to the selection of gifts this season from the fact that the public mind has largely been turned from what might be termed frivolous luxuries,—such as usually find a big sale during the holiday season—articles and goods which are useful for show only and which give little real service.

This season, then, the situation appears to be that in buying gifts there will be a tendency to reduce prices paid and at the same time to select something which will be of service to the recipient.

The furnisher's Opportunity.

Here then is the object of this article; to bring to the attention of the man who sells furnishings the situation as regards holiday trade. If people are going to seek moderately priced presents which will be of real use to the recipient, there is a great opportunity for the haberdasher to sell many of the remembrances which will go to men this Christmas.

As to the quality of the goods likely to be demanded, this will, of course, depend to a large extent upon the class of trade to which the store usually caters. Despite what has been said, however, about moderate price and service, it does not follow that people will be seeking cheap stuff. A present should not look cheap and with articles of apparel values make themselves apparent. The statement about price should possibly be qualified with the word "comparatively"—that is in comparison with jewelry and other presents which have been the vogue with many people. One would not send a man a pair of overalls as a Christmas gift even if he did wear them the greater part of the daylight hours of the whole year.

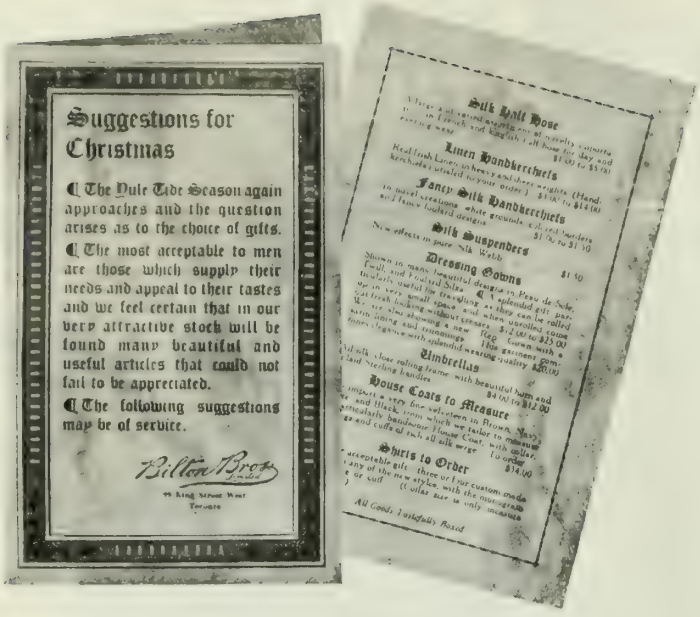
The Christmas Campaign.

Much will depend upon the manner in which the dealer puts his case before the public. The public will be giving consideration to the matter and the retailer should endeavor to get his share of that consideration. There is an opportunity to extend the field of Christmas shopping in the men's store and the public should be told of the useful, tasteful holiday gifts which can be secured there at comparatively moderate prices.

Newspaper advertising can be made useful to this end as well as a neat Christmas folder sent through the mail to a selected list. This list should not only include the regular patrons of the store but others who might be interested, for it should be remembered that this may be a good opportunity to increase the circle of customers. Then the advertising should not be too late, for the constant hammering home of the early holiday shopping idea is having its effect which is seen more and more from year to year. People are getting to give more time to the selection of their presents and are beginning to appreciate that the time to choose successfully is before the other people have done so.

Power of Suggestion.

The advertising campaign should be based upon the factor of the power of suggestion in helping the public to


Suggestions for Christmas
¶ The Yule Tide Season again approaches and the question arises as to the choice of gifts.
¶ The most acceptable to men are those which supply their needs and appeal to their tastes and we feel certain that in our very attractive stock will be found many beautiful and useful articles that could not fail to be appreciated.
¶ The following suggestions may be of service.
Bilton Bros.
Silk Hall Hose
Linen Handkerchiefs
Fancy Silk Handkerchiefs
Silk Suspenders
Dressing Gowns
Umbrellas
House Coats to Measure
Shirts to Order

A CHRISTMAS BOOKLET.

This is a reproduction of a four-page folder sent out to their customers by Bilton Bros. last Christmas. Note range of prices quoted in most of the lines, a useful guide, to women as well as men.

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make their Christmas selections. The idea of presenting "him" with something to wear—something that he will really appreciate—has not been very strongly impressed upon "her"; although many women and girls have found that they can get gifts for sweethearts, brothers, fathers or husbands in a furnishing store, there are many others who are more likely to wander into a jewelry store or some other establishment where some ornament can be bought which will probably find its way into the discards at the bottom of the bureau drawer.

There are two opinions as to the policy of advertising prices in the holiday season. One is to eliminate figures altogether and merely make the announcement a suggestion of gifts; the other is to make a range of prices which will give the prospective purchaser some idea of what may have to be paid. Between these two there does not seem to be any great difference. The one is purely the idea of suggestion—which is the main desirable factor, the other is suggestion with the added advantage of giving a general idea of price.

Apart from these such a course as to advertise a definite price with the inference that it is a bargain will prove a grave mistake. There are some things which may be bought cheap and given for presents but cheap haberdashery does not come within the class, for, as stated before, the value is largely shown in the apparance. No one would care to give a present which would have a suggestion of cheapness about it; therefore, people who are choosing presents are not likely to care to be seen in a store which is advertising special prices. Again a window full of gift articles at special prices would be almost absolutely useless for the reason that the goods shown would be branded as cheap and the recipient would probably recognize in his gift a duplicate of an article shown in a bargain collection. No, by all means keep away from definite prices that appear as special inducements—in haberdashery.

Some of the Good Lines.

The men's furnisher has a number of good lines for useful gifts—and the big range of quality permits of goods at a variety of prices to suit almost every pocket.

There are neckties of good value and various prices with the better quality likely to be found the more popular. There are gloves in a variety of grades. There are high class linen handkerchiefs in fancy boxes. There is silk hosiery, and men always appreciate hose. There are umbrellas which are always welcome. There are mufflers; always a strong line. There are dressing gowns and smoking jackets very suitable for family gifts to father. And there are canes and cuff links and a variety of others.

Encourage the Ladies to Buy.

The men's store can be made a big factor in solving the problems of the ladies' holiday campaign as well as that of the males. Not so much in recent years have we heard the time-worn jokes about the Christmas neckties that mother, or sister or grandmother bought for "him" and which were kept as souvenirs of the distorted ideas of the softer sex with regard to the wearing apparel of men—cravats which were classed with the Yuletide cigars.

Haberdashers in the high class stores will explain that this was a condition of the past. That with the exception of little individual kinks of taste the women can to-day make as good a selcetion as a man—in fact that she is likely to make a better purchase than a man, except, of course, where he may be buying for himself. This is largely due to the better class of neckwear which is now turned out by the manufacturers and to its big range of possibilities which makes almost anything that can be selected stylish. The old days when there were a lot of cravats which seemed to have been specially made for women to buy to make their male friends look ridiculous, have passed, and the stock now carried by the up-to-date stores makes a selection which will indicate a breach of good taste for any man almost impossible.

So is it with many of the other lines which are sold in the haberdashery stores. To-day the stocks carried are of a much better quality than in the past and women need not fear the drawing down of the male ire by buying for "him" in any up-to-date men's store.

Put Goods Up Tastily.

In the holiday trade it will be found that there is a demand for seasonable wrappings and boxes. These may reduce to some extent the profits on the goods, but it will be difficult to satisfy the public demand without this little display of consideration. After the 1st of December it will be found that many customers in making a purchase think that they are entitled to a "Christmas box" to put it in and they are likely to make a mental note of the fact if they are not accommodated. In fact it will often be noted that customers will want a box whether they are purchasing the article for themselves or not—they will desire to make use of the box to wrap up something else, perhaps an article which has been made in the house. There will be times too, when the man of the house will have his instructions from his good lady to bring home boxes when possible so that she will be able to send off the little fancy articles which she has been making.

Christmas wrappings cost the dealer money but he would be better to get the cost of them in some other way than to save the amount by not accommodating the people in a manner which they have come to accept as part of the routine proceedings of holiday shopping.

ILLUSTRATING GROUPS OF GIFTS.

FANCY gift boxes were featured in a large sized folder sent out last year by the 2 Macs, Ottawa. This was of an unusual form, each page being 7 by 10 inches, and with half-tone cuts at the upper right and lower left hand corners, showing attractive groupings of Christmas lines; scarfs, handkerchiefs and hosiery in boxes, dressing jackets, fancy vests, etc., and a spray of holly at the sides of each cut, as reproduced in connection with this article.

The reading matter was well conceived, with only a suggestion of prices, not for individual articles so much as a "range," 75c. to $3 etc. This in most cases will be found the best form in which to introduce the subject of price.

The following are a few of the paragraphs:

"Handkerchiefs are sure to be well received. He could not fail to appreciate a box of our pure linens, either plain or with neat initials. All in fancy boxes."

A Shrewd Wording

"Any man will be delighted to wear a fancy vest though it might never occur to him to purchase one himself. Our stock includes all the newer styles as well as the warm knitted variety."

Note the shrewdness of the words "though it might never occur to him to purchase one himself."

"House slippers, the gift that is most appreciated by every man. Just choose a pair for him from our large stock of quality slippers. Prices 75c to $3.00."

Single Range of Ties in Window.

A Hamilton furnishings firm uses a booklet without specific prices and finds that the reminders bring in trade. They also make a specialty of Christmas gift window displays, but are careful to run a single range of ties, say, rather than a large variety. They feel that the display is more impressive and that those who see it are more apt to single out one particular tie if it is "isolated" in this way.

Must Have Fancy Boxes.

This firm, also stocks up with fancy boxes.

"We have to keep them especially for women as they ask for them with nearly everything they buy," said a salesman to The Review. "**Of course we only give them if they are asked for,** because they are rather expensive, and mean several cents reduction in our profits on each purchase."

Christmas Lines

Some of the articles carried in the men's furnishing store which will be found good sellers in the Christmas trade are:—

GLOVES,
NECKWEAR,
HANDKERCHIEFS,
HOSIERY,
UMBRELLAS,
CANES,
MUFFLERS,
HOUSE COATS,
DRESSING GOWNS,
CUFF LINKS, ETC.

Big Advances in Cloths--Deliveries Uncertain

Many British Firms Have Withdrawn Prices Altogether—Army Authorities Demanding the Output of the Mills—Advances as High as 45% on Heavy Goods and 20% to 25% on Light Materials —Indigoes are Scarce and Dear—50 Cents to $1 a Suit Up.

(Embracing Opinions of Heads of Big Special Order and Ready-to-Wear Houses.)

THAT there are advances of as much as forty-five per cent. in heavy British friezes which will be wanted in the clothing trade for next Winter; that Canadian manufacturers have advanced prices on cloths fifteen to twenty-five per cent.; that even the imported cloths of light weight required for the trade of next Summer have advanced twenty per cent.—these are some of the facts of the present situation as regards materials that the clothing manufacturers have to consider.

Conditions represent a state of chaos. Importers who have endeavored to keep in touch with the situation are largely at sea. Prices have advanced with a rapidity which has almost paralyzed the import trade. British manufacturers generally have withdrawn their quotations altogether or they have made advances and will take orders with the understanding that they will deliver if they are able.

When the war first broke there was the argument advanced that cloths would probably be cheaper on account of the Continental market being cut off from England. That was the theory then evolved by one of the most prominent clothing manufacturers in the Dominion; it seemed sound. To-day that authority states that he has quit trying to grasp the situation and is merely awaiting developments.

The Factors at Work.

The great factor in the situation is, of course, the demand which has been brought to bear upon the British manufacturers for clothing for the men on the battlefields and in the training camps; this does not only apply to the British army, but to the other armies of the allied forces, for the men who are fighting for France and Russia are also receiving garments from Great Britain.

This demand bears directly upon the coarse woolens, but it is not the only factor in the situation. There is the shortage of dyes and the increased price of wool to be taken into consideration.

The Scarcity of Indigoes.

The shortage of dyes has created a very serious situation, particularly with regard to indigoes. From six letters received recently from manufacturers who supply this grade of blues it is

What Manufacturers Say of Advances

Communications from two British firms which are typical of what have been received by Canadian importers from the cloth manufacturers in general in the United Kingdom:

Leeds,

Dear Sirs:—

We much regret that owing to the increased and unsettled cost of Indigo and dye-wares generally, we are reluctantly compelled to withdraw all our prices.

We shall, however, be glad to quote you for any of our cloths as business may arise.

Yours truly,

Holmfirth,

Dear Sirs:—

Owing to the shortage and consequent high prices of materials and dye-wares, we are compelled to revise our price for all future orders.

Our prices are advanced for cloths up to 3/2, 2d per yd; 3/3 to 4/-, 3d per yd; over 4/- 4d per yd; which does not cover all the advance in raw material and may have to be further advanced later.

In the meantime all orders will be accepted at above prices if we can buy material. Some shades are now unobtainable and in fawns, drabs and browns we cannot promise to repeat exact to shade if we can do them at all.

Yours truly,

noted that four of them have withdrawn their quotations altogether, while where there are quotations given, the price has been advanced, and even shillings on the old price, which was in the neighborhood of $1.

Coarse Woolens for Uniforms.

The output of the mills of England has practically been taken over by the Government, and without the consent of the military authorities there can be no exportations made to Canada or any other country.

The result has been that some importing firms which have received their samples will be able to do nothing with regard to taking orders.

All Lines Affected.

But the coarse woolens and the indigoes are not the only lines affected. So strong has been the demand for these goods that there has been an advance in sympathy and then the price for wool has risen to a very material extent.

There is also another factor which must be taken into consideration. Outside of the war demand the markets of England have been cut off to a large extent. Canada and the United States are now the main fields which are left open and the United States will pretty much look after herself. The result is that Canada will be one of the main importers. This will mean that the volume exported from England will be greatly reduced and that the cost of getting out patterns, etc., will be materially higher.

Light Materials Also Dearer.

In sympathy with the general conditions and on the heavy advances in raw material, lighter cloths have followed the market and there have been advances made of about twenty per cent. This promises to affect business next Summer.

So far as the Canadian mills are concerned the conditions are practically the same and prices have been advanced 20 to 25 per cent. on the higher price of wools, and the Government demand for the output for war purposes.

Adjusting Clothing Prices.

Higher prices for clothing are inevitable in view of the prices now being paid for cloths. When these advances will take place and how soon they will affect the trade and the public depends upon the attitude which is taken throughout and the amount of protection which one branch of the trade gives to the other.

For example, if a manufacturer has a heavy stock of made-up clothing or of cloth, he may decide not to make an advance until he is forced to and this may keep prices down for some time. On the other hand there are some departments where prices will be advanced almost immediately.

A leading special order house makes the statement that there are some items which will be advanced a dollar at once—others will remain in their present position for a considerable period as there is not the same demand and the stock will last longer.

A big manufacturing firm makes the statement that prices of suits for the trade next Summer will be advanced 50c to $1 wholesale—on the head of the higher prices for materials—and that for next Fall there is no saying what the prices may be.

These high prices, however, may be delayed to some extent owing to the fact that there are generally pretty heavy stocks on hand, and the condition of trade is such that there will not be higher quotations until they are absolutely necessary. Popular low priced lines will be affected first, as there has been little advance in the expensive goods.

Will Mean "Cheaper" Quality.

There can be no doubt but that the increase in the cost of materials will mean that the people will be looking for cheaper goods than in the past in the sense that they will not want to pay more than in the past—if as much.

In fact, already there is a demand for clothing at much lower prices than a few months or a year ago, and here is one of the great difficulties, for it is difficult to meet a demand for cheaper goods when the price of raw materials is advancing rapidly—and yet demand must be accepted as a factor of considerable importance in determining price with quality reduced until that price is reached.

Looking to the Future.

It would be almost impossible to forecast future developments. The great factor has been the war demand and it will continue to be so. Therefore, the length of the war will be a determining factor in the situation. But so long as the campaign continues there will be a demand for uniforms for the increasing armies in the field which will be likely to keep prices on a high level.

Lachine-Syndicate, clothiers and furriers, Lachine, Que., have closed their store in that city, and Mr. A. Goldstein is now devoting his time to his store on Notre Dame street West, Montreal.

Get Boys Interested in Clothing Department

This is the First Stone in the Foundation of a Successful Little Men's Trade—Style and Value Both Essential in Meeting the Parent and Competing the Sale—Methods of Some Managers in Getting the Youth's Interest.

Specially prepared for The Review by J. Willoughby.

IF a merchant were to ask me the most important stone in the foundation to be laid for the building up of a boys' clothing department, I would reply—to get the interest of the boy; and to go further, maintaining the interest of the boy and developing it, will be found to be the most important factor in rearing the department structure.

The question is how to get and maintain this interest. This has been the problem which has had the attention of the managers of the best boys' departments in the country. There are a number of tips which I can give, after discussing the matter with different specialists, and in meeting the boy in relation to his apparel needs, but in many instances much will depend upon the ability of the head of this department to gauge his own trade and meet the individual conditions.

The interest of the boy will be found to be two-fold so far as the power of attraction is concerned. In the first place, it will be found best to supply some other attraction than the goods themselves—and then to make the goods interest. Of the two the latter is perhaps the more essential for the reason that in that connection the interests of the parents are to be considered as well, and this means combining the style which will attract the boy with the quality and wearing ability which will satisfy the parent. This is a combination which is sometimes difficult to achieve for the reason that the sale of a boy's suit is a sort of double-barreled proposition with two parties to be satisfied—and each is likely to be very critical. And do not forget that, getting down to first principles, it is the parent that holds the purse-strings.

Attractions on the Side.

One of the best means of interesting the boy in a particular store is that which is employed by a Canadian city firm. In this store there is a large book which is used for a register, and when each boy is fitted out he is taken to the big book and asked to sign his name. He is also asked to put down the date of his birthday, and on that day an attractive booklet is mailed to him. Does this not appeal as a proceeding which will get and keep the interest of that boy?—and how he will talk to the other boys. Imagine the impression on the lad who is formally taken to sign his name on the register and then the effect of the remembrance at the birthday. Boys have good memories for little things of this kind.

Similarly where there is a list kept of boys who have patronized the store this Christmas season is a good time to make a small expenditure, which is likely to be worth a good deal in keeping up interest. A neat card or other small souvenir as a holiday remembrance will carry a great deal of effect with it.

Getting a Mailing List.

In connection with this reference to a mailing list, let me mention a scheme which has been adopted in connection with a boys' department recently established in Toronto. Here there is a card system which gives information about the boy and his patrons and the sizes of his different garments. This card is filled out at the time the purchase is made, and not only does it result in a fine mailing list, but the information can also be put to good use in getting further orders by telephone or mail, as purchases can be made in this manner with the aid of the details on the card.

Getting Initial Interest.

Particularly for the benefit of the merchant who may be considering plans for opening a boys' department, let me refer to a scheme which was successfully worked out in connection with a new department for the little men, which was located on the fourth floor of a large store, and to which it was desired to direct the attention of the lads.

Here on one side of the department was fitted up a little gymnasium for the juveniles. There were boxing gloves, and bars, and hand balls, etc., for them to play with, and when boys got started it was hard to get them downstairs again. Such an event makes a big impression on the mind of the boy, and he is not only likely to remember it, but will talk of it to his cronies.

Following Up Sport Ideas.

In this instance the appeal to the athletic side of the boys' nature was so successful that a further step was taken in the Spring, when interest was centering in outdoor games. A supply of inexpensive baseballs, masks and gloves was secured, and with each purchase of a suit or overcoat the boy was given his choice of any of the articles. It should be mentioned that this was an attraction at the end of a season, when it was desired to clear up some lines, and the manager who carried it out is satisfied that it had a better effect and cost less than it would have to have made the reductions from the regular prices which are usually necessary to clean up the stock at such a season.

Was Carefully Considered.

On the side it might be here observed that the head of the department decided upon baseball goods only after he had made inquiry as to what was most likely to appeal to the boy. At this time there was an agitation in favor of a revival of lacrosse, and he first consulted with a well-known Canadian sporting authority, who told him that it was useless to look for any widespread popularity in the national game, which has been on the wane in public favor for some years.

As to this course of giving premiums, there is a difference of opinion. I am not going to take one side or the other. The information given refers to one particular incident. Generally, however, it might be remarked that the benefits or evils of giving gifts of this kind will depend upon the manner in which it is done. If the premium is going to cheapen the store in any sense it should not be given.

The Direct Appeal.

But as I have intimated before, it should not for a moment be considered that a boys' department could be made a success merely by giving side attractions after the manner mentioned. There must essentially be satisfaction and service in the goods sold, for in this connection the parent is the big factor. The boy may look for style, but the parent will look for quality—and if the quality is not there, then there are likely to be no more purchases made in the store.

And here it might be good advice to the merchant to dissuade him from the idea that price is the great factor. Of recent years parents have been buying better clothing for their boys—and there has been a big improvement in the clothing which is being made too. Educate your trade to better goods, for you can-

(Continued on page 55.)

What Montreal and Toronto

Colored Collars Are Selling Well to Match Shade Though Not Pattern of Shirt—New Type of Velour Hat With Hand-Tied Bow—A Look Amongst Moderate-Priced Goods in the Stores.

After Visits by Staff

IN MONTREAL.

Good sale in colored collars to match shade, though not pattern of shirt.

Smart soft hat with hand tied bow, in diamond telescope shape.

Tweed hats may become popular.

Jewelry department promises to be good for Christmas.

Chamois suede gloves featured.

MONTREAL, Nov. 16.—Last month I paid particular attention to the lines being carried by some of the higher class stores, particularly those on St. James Street, where the brokers and real estate men trade, or, rather, where they do not trade so much just now. The desire for lower prices has compelled many stores to carry cheaper lines, such as they never handled before.

The lines carried in the type of store that caters to a good middle class trade differ widely from those referred to in our last issue. Colored collars, with a marked cutaway, have made their appearance, and just now are experiencing a very good sale. It is a novelty, straight from London, and people are taking to them immediately, especially the French-Canadians. However, most of the very best dressed men are keeping to the white collar. It is not thought these colored collars will remain long. Merchants will help the sale considerably by showing them together with corresponding shirts, and ties to match. It is no use selling a pink collar to a man with a white shirt, and if this is pointed out, it is easy to effect a sale of the whole outfit. A pink collar looks nifty with a pink and white shirt with mushroom pleats, and a black Derby completes a smart combination.

* * *

NECK WEAR OF BIG SHAPE is more popular than ever, especially with the cutaway collars, which are now worn very extensively. Retailers are featuring black and white stripes, of messaline and other silks, the sale of which should be helped considerably by present demand for these colored collars. Wide knitted ties are coming in, and should sell for the same reason, being made in black and white, as well as in regimental colors. Nice knitted goods just now are not difficult to sell. Neckwear of all kinds should be good for Christmas trade, as gifts will tend towards the smaller fry; then, again, there have been plenty of style changes, and something new is coming in all the time.

The Mushroom Pleats.

I notice most of the stores are showing mushroom pleated shirts, but in proportion with staple lines they do not cut a big figure. People seem to be afraid to take a risk at laundrying them, having had painful past experience with less intricate styles. If this difficulty could be overcome, I feel that the sale would be larger, as they are eminently suited to this climate, being warm for Winter. They were not a pronounced success in New York, but the climate there is much warmer than here. They are the only thing in dress, on account of their neglige effect—that is, comfortable when dancing, especially the dances of to-day, which require something that will not force the collar up around the chin.

As for wool shirts, the man who has accustomed himself to them, has become educated to the fact that he must pay a good price, say, three or three and a half dollars, if he is to get any satisfaction. The cotton flannel shirts are less in demand, men having found them to succumb in the wash too quickly.

* * *

IT IS HARD TO FIND ANYTHING very new in hats, and it is hardly likely there will be now, as the season is pretty well over. The business has been exceptionally good until now, but is falling off as November progresses. The newest thing I have seen was in Whittle & Roman's, who are showing a smart soft hat, of Mexico shape, known also as a "Texas Tommy." It has a band of a special English silk, with a hand-tied bow, and is being worn here diamond telescope. The feature about it is the hand-tied bow, which is new and gives the hat snap. I fancy these will be seen in large number on this market next year.

Tweed hats seem to have been a partial failure, so far, but they may surprise us when the colder weather comes along. They are cheap, got up nicely with plenty of style, are serviceable, but lack snap. It is the first time these have been shown in Canada of this block for some years. Hard rats up to the present have not been much in demand.

The cap trade has opened up well, especially trade in children's. There are fewer styles being shown this year on account of orders for velours and felts in children's hats, many of which come from Italy, having been canceled. Italy is not at war, but it takes a long while for shipments to come through, and it will be much worse now that the British have laid mines.

The majority of merchants seem to be feeling their way carefully for next year, and the hat travelers are complaining that business is not coming in as freely as they would like. I would advise them not to delay too long, or they will get little variety, and no assortment.

* * *

MERCHANTS WILL DO WELL to take a look at their jewelry department before the end of the month. It is never

(Continued on page 59.)

SOMETHING NEW.

Smart soft hat of Mexican shape known as a "Texas Tommy," has band with hand-tied bow and is worn diamond telescope.

Men's Stores Are Showing

Fedoras in Soft Hats for Spring, With Stiff Hats an Uncertain Quantity—Will Velour be Revived?—Diagonal Stripes on Shirts—New Ideas in Dress Wear, in Suits and Overcoats.

Members of The Review.

IN speaking to the buyer of one of the largest specialty hat houses in the country, I ventured some inquiry about the Spring styles. His reply confirmed an opinion which I expressed some time ago that the rage for variety in the felt headgear had taken the makers over such a range that they were now facing a blank wall with the only hope of extending the business further in this direction lying in the direction of novelties. He said that in the Spring stuff that had been offered to date there was nothing new and that late novelties were about all that he could see to give spice — what these novelties might be he could not imagine and I could give him little help.

I might mention that shortly after I talked with a representative of one of the big importing houses, and he could give me absolutely nothing like an inspiration regarding Spring styles as differing from those which the trade has already met.

Fedoras with Contrasts Missing.

The outlook is for another season of soft felt. There will be some new tendencies such as a further leaning to the fedora shaped crown and the elimination of the startling two-color effect, but otherwise there is little room for anything in color, in brim, in height of crown, in knots or ribbons that has not been included in the variety which has been shown in the past year. In fact, the range has been so complete that there really is no particular style that can be given as the vogue. The trade which made a good thing of the rapidity of the changes at first now find a reaction in a view that "anything" is good—and there are many people who are glad that anything is good just now.

Call for the Velour.

Personally I have been wondering if there is not going to be a call again for the velour, difficult as it is now to procure. The tendency of style is for something different. When a fashion becomes general some few leaders lead the way to a change and style follows with the mob after it. If fashion is going to remain loyal to the soft felt that then it seems that the velour is about the only avenue which style has not traversed of late. One of the biggest of the American firms is showing the velour as something "exclusive."

What of the Stiff Hat?

There is getting to be a stronger tendency to turn to the stiff hat to break up the run of the soft felt. This is the effect of the desire for something different and there will be a following, although to what extent is not yet apparent. Generally speaking, it looks like the soft hat for the crowd for a while yet.

Away From High Straw.

The new straws are to be more moderate. From the high crown there has been a reversion, but it is not likely to go to the extreme low. In fact, rather the idea will be in the other direction to something of heavy square appearance and made of rough material. A 3½ crown with 2½ brim looks like one of the strongest shapes.

* * *

A VISIT TO BILTON'S, Toronto, is to get into touch with many of the newest things which are being brought out in Canada for men's wear. I dropped in the other day and found a number of the latest novelties from London, together with several new ideas which they have worked out for themselves to give individuality to their shirt styles. These are for the more exclusive trade, but care is displayed in not going to extremes. I saw nothing that a well-dressed man to-day would not be pleased to wear—that is, of course, where style is desired.

Diagonal Stripes on Shirts.

I saw a couple of shirt models which are distinctly individual to the Bilton store. One was of fine French flannel in a delicate shade of pink with three tucks down either side of the front. These tucks were not large and would not be sufficiently pronounced except on a material of plain tone color without pattern. Distinctly novel was a piping of black on the Russian cuffs and the front. Another shirt novelty was in a striped pattern with a tucked front, but instead of the stripes running horizontal or vertical, they were diagonal, converging at the centre, giving a V effect. Other handsome garments were in striped French flannel with strong colors.

IN TORONTO.

Diagonal stripes in shirts.
Canary piping on gloves.
Raising waist line on sack or lounge coats.
Three buttons placed high with considerable skirt. Lapels wide.
Strong in tartans, going away from blacks and whites.
Double breasted overcoats.
Balmacaan not strong in heavy weights.
Return to velvet collar.
Canes and spots coming back.

In neckwear one of the latest lines is of shot silk, which has not been seen in ties for some time. This comes in plain shades with autumn tints predominating. Reds also get a strong showing in neckwear; that is, of the darker shades, such as magenta, while there is a new color called "phlox" which has that rich purplish tinge which is noted on the surface of the petals of the flower after which the color is called.

A new muffler is shown in a material of bandana pattern with fringed ends.

Canary Piping on Gloves.

I also saw some new ideas in gloves—and new gloves may be looked for with the European trouble cutting off supplies. There was a walking glove of white doe skin with heavy coarse stitching of black and also black piping. A new evening glove departs from the conventional white to the extent of canary piping and points.

Less formality is also shown in the black dress ties for tuxedo wear which are relieved by the introduction of large polka dots in white and silver or stripes of the same contrasting color.

More fancy canes and spats will be strong this Fall in completing the well-dressed effect of the man of fashion.

* * *

AT HICKEY'S THE OTHER DAY I had a chat on the subject of ready-made clothing with the proprietor, who is one of the most prominent clothiers in Toronto. I found evidence that the leading clothing manufacturers, or at least some of them, have taken quite a stride in the direction of raising the waist line on the sack or lounge coats. He showed me two models in which the long skirt was the big feature and stated that he had pinned his faith in these not only for the Winter and the Spring trade, but had bought into next Summer.

(Continued on page 55.)

How Hat Store Lends Umbrellas on Rainy Days

Whittle and Roman Ask for Deposit of One Dollar and the Most Keep the Umbrellas—Fitting a Man with Head Like Inverted Equilateral Triangle—Keeping up Class of Clothing as Well as Hats.

By a Staff Correspondent.

ONE day early in November it began to rain in Montreal. Businessmen who had gone to work without their raincoats actually stopped in the rain to look at a hat store window on St. James street. It was a most extraordinary thing—a storekeeper giving something away, and that something an umbrella, the very thing they wanted at the moment. As a matter of fact, Messrs. Whittle & Roman, in whose window this announcement appeared, were aware of the fact that rain was falling, otherwise they would not have made this startling announcement. It ran thus: "Umbrellas Loaned Free."

The cynic was heard to remark: "Pooh! That's a scheme of theirs to get people inside to buy hats." He hit it on the head. It was a scheme to get people inside, and in some cases it succeeded. Of course, none but the foolish expected that anyone would lend an umbrella without a deposit. The deposit amounted to a dollar—the retail price of the umbrella.

Whittle & Roman charge this up to advertising, and it is very good advertising. If an ad will bring a man into the store, especially a men's furnishing store, it has paid for itself. In these days, it often requires well thought out schemes to draw prospects, and the firms who cannot afford to advertise five-dollar hats for three dollars, must think out new methods to draw.

It would appear that to lend a man an umbrella during a shower would cost a little. It depends upon how many have the nerve to take the umbrella back. Approximately forty per cent. return for their dollar, in which case the umbrellas are put into a special case, as they cannot be sold as new, but can be used again for the same purpose. So that if sixty per cent. retain the umbrellas, the advertising costs very little, and brings big results. One man who borrowed an umbrella remarked that he was so corpulent, he could never get a raincoat to fit. Couldn't he? Though he measured 48, Roman fitted him; but he had to run over to the stockroom to get the garment.

Like Triangle Upside Down.

Whittle and Roman go to the trouble of lending umbrellas, and it is a safe bet they never let a sale go by, even though they scour the Dominion to make it. A man visited them recently with a face shaped like an inverted triangle, the base of which required a size 8 to cover. He admitted that his head was large, and volunteered the information that no dealer in Montreal to date had been able to fit him. The measuring machine was placed on his head, but it refused to measure such a cranium. So it was measured by tape, and an outline sent to the manufacturers, who prepared a special block. He bought three five-dollar hats. There was little profit in the deal, but he will tell his friends that he secured satisfaction at the house of Whittle and Roman.

They are really hat specialists, though they carry lines of gloves, caps, coats, canes and umbrellas. Early last Summer they put out their shingle on St. James street, did a good business in straws, and like everybody else, are not particularly thankful to war conditions. Mr. Roman says he can stand it longer than those on St. Catharine street. He made an investigation recently and found that about 50,000 men pass his store every day; so that it is a strategical spot for a hat store. Rents are 100 per cent. cheaper than on St. Catharine street, which, as most people know, is the shopping district of Montreal.

The Review asked him if he now carried a cheaper grade of hat to meet the temporarily lower buying power of the public, pointing out that clothing stores on the same street were showing $15 suits, who handled nothing cheaper than $30 normally.

He replied: "What would happen to Ryries or Birks if they began to stock a cheaper line of jewelry? They would lose their high-class trade. The same with hats."

Over 200 Styles.

Between the months of September and November Whittle and Roman show over 200 different styles. The writer counted 64 styles in the showcases, 66 on the floor, and others had been disposed of, or are coming in, while there are 20 lines of caps. In the hat business to-day, says Mr. Roman, you've got to be right up to the mark; to be able to judge the face of each man entering the store, and supply a model to suit.

Travellers for hat manufacturers showing styles for next season usually find them already on sale in this store. Every manufacturer will not sell his hats ahead of season, but Whittle & Roman declare they let them. They travel after them.

Mr. Roman tries to buy so as not to have some of these 200 models left on his shelves, and spends much time concocting ideas for getting men into his store, believing that a man in the store is worth a hundred on St. James street. This umbrella stunt is only good when it rains; he is planning another for fine days.

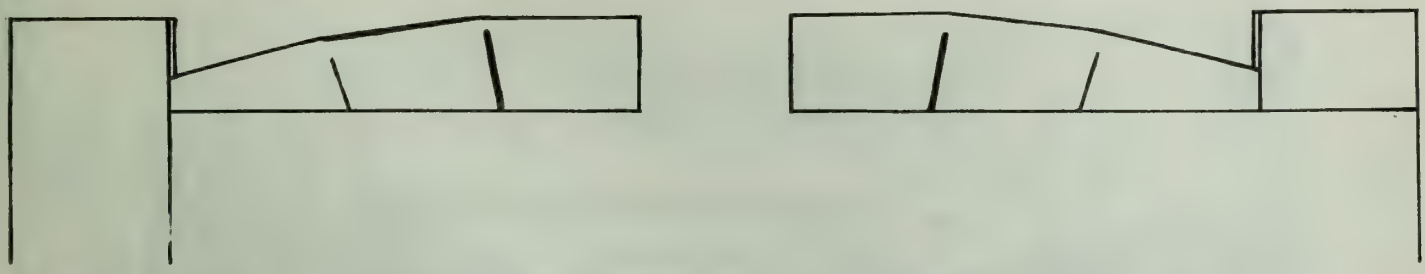
RECORD OF SHOE SALES.

"There are a good many of us smaller dealers in the retail shoe trade," says a prominent shoe man, "who fail to pay sufficient attention to a record of sales. We receive the customer, fit him with the shoe he seems to like, wrap up the package, give it to him and forget all about it.

"Should he return to the store sometime later and ask for the same shoe he bought before, it is impossible for the clerk to remember it; and if the description of the shoe is not sufficient accurate for the clerk to identify it, there is no chance of getting him the same style and number.

"I know it is impracticable to keep a record of every pair of shoes sold, for sometimes a customer does not care to give his name and address with a cash sale; although a system that calls for this, where possible, gives a dealer a mighty good mailing list. But there are certain regular customers from whom it is possible to get the name and address, and where this is secured a record of the kind of shoe purchased is a very valuable aid in serving the customer later. Besides this, such a record gives a line on the amount of business done with that customer, a feature that is worth a good deal to the retail man who wants to develop his business. And what is equally important, it is a mighty good trouble indicator. Since such a record will show the complaints made by a customer and the justice of them or lack of it, it is therefore a good guide for future relations with that particular customer.

Arranging Glass at Different Angles in a Store Front



THE modern idea of small, individual displays in showing men's furnishings and of shallow windows so as to bring the different articles of haberdashery close to the eye, thus permitting of an inspection in detail, finds expression in a "different" store front at the establishment of Max Beauvais, Montreal.

Here the difficulty of working out the small display was accentuated from the fact that the store has an unusually large front and it was not desirable to make more than one entrance. Also the uniformity was to some extent spoiled from the fact that there was a doorway necessary to give access to the upper floors.

The sketch gives an idea of the unique method in which the problem was solved. Not only were the window spaces divided into compartments, as is often done where there is a wide spread of glass, but additional individuality was given to each display by arranging the glass at different angles.

Then uniformity was preserved by cutting off the stairway on one side and by making a similar section on the opposite side into an individual window. Thus on the one side there are practically four different windows made out of the one, and on the other three while the whole front is uniform.

GET BOYS INTERESTED IN CLOTHING DEPARTMENT.

(Continued from Page 51.)

not hope to be a good and a cheap merchant. Clerks should keep in touch with the styles, and be able to talk about them to the customers in such a manner as to arrest their interest.

Using Window Displays.

Then in the window display the boys' department should have its full share of consideration. Not only should there be frequent showings when there are new styles, but there should be a full window of them—it will not do to crowd a couple of garments into another display; that is giving the impression that the boys' department is only a side line, as the window would indicate.

Keep Up in Furnishings.

I have recently been told by the manager of the boys' department in one store that he has doubled the business of his section in furnishings within less than a year. This has been done because special attention has been given to this branch of the trade. In these days, when so much attention is being given to the minor details of the apparel of the man, the boy should not be overlooked; he is just as much entitled to special consideration with regard to the little things as his father or big brother. For instance, this manager has special fine flannel pyjamas made and special shirts, different from anything else to be had in the city. Then he copied styles of headgear from abroad, and had them reproduced on this side of the water, and worked out new ideas in clothing to meet the approval of a certain class who prefer the English influence, going so far as to import the special stockings which go with this style of suit. These are some of the ways in which a live manager can meet his customers and build up his department.

Give Plenty of Space.

Another important thing is to give the boys' department sufficient space. The customer is likely to judge of the importance of the section by the space which the merchant devotes to it. Then there is the question of properly displaying the goods. The time has passed when boys' clothing of good class can be hauled down off a shelf from between a couple of piles of overalls and made to appear up to its worth.

Finally, take this advice: one of the best ways to develop the boys' department is to give it the encouragement of your interest.

WHAT TORONTO AND MONTREAL MEN'S STORES ARE SHOWING.

(Continued from Page 53.)

Using Middle Button Only.

Both were natural shoulders with narrow sleeves with the section below the elbow shaped and small. The skirt was given fair length in addition to the high waist and this emphasized the effect desired to achieve. At the same time the lapels, although rolled, were short and wide, and the three buttons were comparatively high. The waist is rather tightly shaped, and only the middle of the three buttons is supposed to be used, the top being lost in the roll and the bottom being open adds to the shirt effect. The patch pockets were used on both coat and vest and the vent of the latter garment was much lower than usual, a collar being used on it.

The other coat showed a greater departure from the lines which have been followed. Here the shoulder and waist were similar but the high waist effect was more pronounced owing to the fact that the front came down square and the three buttons were placed high. This gave the impression of considerable skirt. The lapels were wide and had the look of being rather flared out than rounded, the points being quite pronounced.

Strong in Tartans.

In materials Mr. Hickey has passed from blacks and whites to color mixtures with the tartans strong and other patterns with similar color effects.

In this stock I found that there had been a distinct change of opinion with regard to the overcoat cut and that in the Winter weights practically all styles were in the double breasted pattern with form fitting waists and pronounced skirts. The length is a little above the knee, and very broad lapels, almost triangular in shape, are used with a general return to the velvet collar. Materials are usually chinchilla or similar light thick material with blue a strong favorite in color. One model of the balmacaan persuasion is carried but it is not strong in the heavy materials. Evidently London is being followed in relegating the loose model coat to country wear.

Beautiful new addition to 2 Macs, devoted entirely to ready-made clothing.

Ottawa Store After Farmers as Best Prospects Now

Two Macs Are Increasing Advertising and Are Using Semi-Weeklies Now—100-Foot Addition to Store That Now Fronts on Three of Capital's Busiest Streets.

Written after interview with Mr. Stewart McClenaghan.

IN these days when bears openly declare themselves bears, and many merchants are curtailing their advertising, it is encouraging to find a firm like "2 Macs," of Ottawa, increasing their advertising, and at the same time opening a new wing to their already large establishment. In conversation with a representative of The Review, Mr. Stewart McClenaghan, the proprietor of 2 Macs, made the following statement regarding his advertising policy since the war began:

"You must have a reason for publishing an ad, and you must work upon it for all you are worth to a definite conclusion. You must convince the public that you are not merely playing with words, but that you mean what you say.

"When war broke out, we made up our minds to buy close, as we figured that our customers would buy close. We do not think that there will be much trade done with the higher class clothes; therefore we meet our customers, and clothe them at economical war prices.

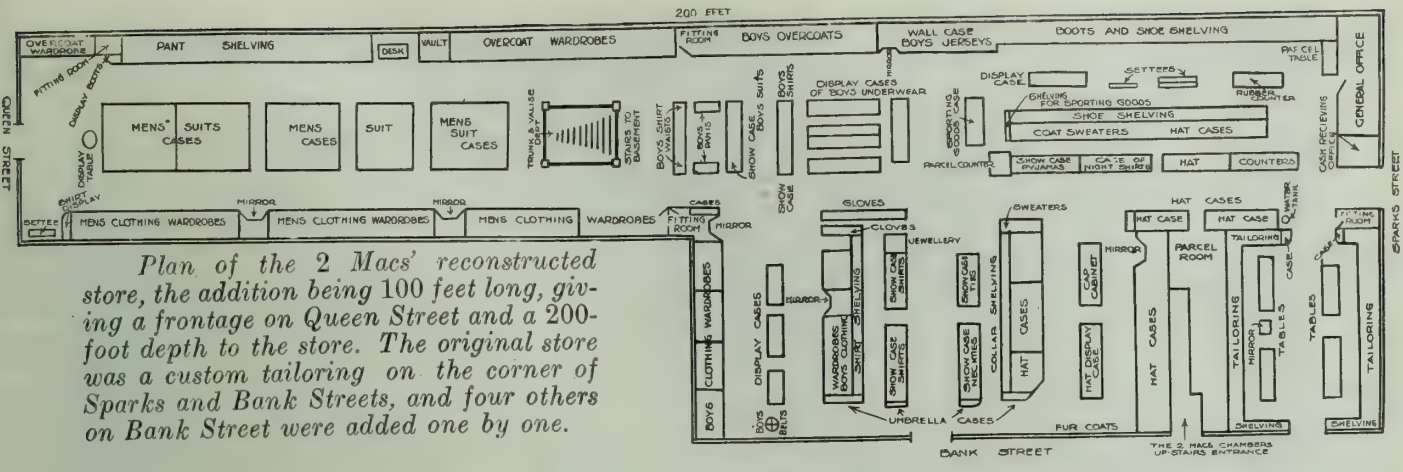
"We have made up our minds that we must spend more money on advertising, and have already begun it. The reason we advertise is to force business, and it will require more forcing in these times of stress. Here is where a mistake is often made in advertising: the slow man, in times of prosperity, sees no need for advertising, as he claims he is doing fairly well without it; when times are hard, he cannot afford it, so that he never advertises. The live man, on the other hand, reaches out for extra business when times are good, and when times are hard he advertises in order to get as much as possible of what is going. We have built our business up on advertising.

Farmers Have Full Pockets.

"From now on, we are going to pay more attention to the semi-weeklies, which go into the country districts more than the city newspapers. We believe that the farmer is the only man with full pockets, and we feel that if we can reach them, and convince them that we are economists we will get them. Throughout the Fall, until Christmas, we are going to give the semi-weeklies a trial. Apart from that, we advertise in the daily papers, and always on the sporting pages. Our ad has been there for twenty-five years."

The business of the 2 Macs has not been built only on advertising. Behind this were honesty of purpose and men thoroughly trained in their business. Stewart McClenaghan has been in the business ever since he was a boy. He started in a small place on Wellington street, first in the made-to-order tailoring business. It was then about the smallest business in Ottawa. In 1902, a move was made to the present location at the corner of Bank and Sparks streets. To-day, the store extends 100 feet on Bank street, 66 ft. on Sparks street, and 33 ft. on Queen street, with two entrances on Bank street, and one each on Queen and Sparks streets.

To the made-to-order tailoring business was added ready-to-wear clothing, followed by gents' furnishings and boys' clothing. Then came boots and shoes, and sporting goods, as well as trunks and valises. Recently a 200-ft. arcade was made, which opened the store right through from Bank to Queen street, so that it has the shape of a large L. The building up of this store, one department after another, was carried on by buying one store after another, and these had to be run, for a time—owing to the con-



Plan of the 2 Macs' reconstructed store, the addition being 100 feet long, giving a frontage on Queen Street and a 200-foot depth to the store. The original store was a custom tailoring on the corner of Sparks and Bank Streets, and four others on Bank Street were added one by one.

struction of the buildings—as separate stores, and mostly unconnected.

The latest extension became necessary owing to the rapid advance being made in the ready-to-wear department. The claim is made that The 2 Macs carry the largest stock of ready-to-wear in the city of Ottawa. Their slogan has been: "Clothiers to Father and the Boys." It was felt by the management that the business they were doing warranted them making this addition as up-to-date as the largest stores of Chicago, New York and Montreal.

Capacity for 3,000 Suits.

Accordingly a splendid entrance was made on Queen street, with a tile floor coming in. The department was built 100 ft. long, almost doubling the size of the store. Fixtures consisted of large silent salesmen cabinets on the floor, with dark oak wall fixtures. The wall fixtures contain the latest type of revolving racks, and have capacity for 3,000 suits. Tops of the cases are used for displaying suits on mahogany stands, and valises, aided by artificial leaves and ferns. The west wall has open shelving, and carries large stocks of pants.

The basement is devoted to trunks, valises, etc., and sporting goods, but the rear is partitioned off for an alteration department. One of the secrets of the success of this concern has been in having alterations made right at once—which is not the case in all stores.

Proprietor in Civic Life.

Mr. Stewart McClenaghan, proprietor of the store, is president of the Liberal-Conservative Club. He has been a member of the Board of Control, is a member of the Library Board and Collegiate Board, and is active in all things pertaining to civic and social life in the Capital.

(Continued on Page 60.)

Four Buttons or One on Sack

Short, Wide Lapel Contrasts With the Long Soft Roll—Waist Line is Being Raised—Double Breasted Styles Coming Stronger — Patch Pockets on Coats and Vests.

IN selling clothing this Fall and Winter one of the questions which is likely to have to be decided will be whether there shall be one or four buttons on the sack coat.

In one of the leading retail stores of Canada where a specialty is made in keeping up with the style market—or if possible to be a pace ahead of it—we find that there is unusual latitude allowed for the individual tastes of the man who would be well dressed. There is a big difference between the two effects which were shown—extremes in cut, one with four buttons and short roll lapel, and the other with one button and long roll lapel which, while being fairly wide, has a much narrower appearance in proportion.

There was in these two coats a big difference, too, in the waist line. With the four buttons it was raised up pretty well to the shoulder blades and the shoulders were made very prominent; with the one button the waist line was down on the hips and being well drawn in made the waist very loose while the roll front accentuated this appearance of looseness.

The four-button coat has the recommendation of being the new thing and will be the stronger seller, and it has the wide short lapel, which is almost triangle in shape to which reference has previously been made in this publication.

There is evidently a growing popularity for the double-breasted coat which has been passe for so long. With this model the long lapel is the more effective and six or four buttons may be used.

It is evident that there is going to be a general demand for the patch pocket on nearly all garments for men. It is being extensively used on the sack suits for Fall and has also made its appearance on the vests. Collars are being used extensively on the vests and the shape of them depends almost entirely upon the cut of the coat and the lapels. With the new wide lapel the vest collar is very broad.

Generally speaking, there is little change in the cut of the suits, which are still highly tailored after the English fashion, although there is a tendency to raise the waist line as is the case with the higher class of imported suits.

NEW YORK AS FUR CENTRE.

The interruption in the fur trade with England and the Continent as a result of the war has started a movement in New York for the opening of a raw fur market, with auction sales centred there, and plans are under way for the formation of a million-dollar company to carry this out. Efforts will be made to secure the co-operation of prominent furriers in Canada as well as the United States.

KNIT GOODS FOR ALLIES.

A corps of trained buyers are said to be in the United States from France working under the consul-general to secure supplies for the French army. Credit has been established with J. P. Morgan & Co., and cash can thus be paid for what they buy. Russia and Germany are among the new comers, both buying many other supplies than textiles.

Another Upstairs Clothing Store with $15 Prices

Claude Pascoe and "Riley" Hern Join Forces in Toronto on a "Take the Elevator and Save $10" Proposition—Handsome and Convenient Fittings—Big Electric Signs on Busy Street—Made to Order if Requested.

"TAKE the elevator and save $10" is becoming quite a slogan in the clothing business in Canada. In a recent issue of The Review an acount was given with illustrations of the Robinson store in Montreal, the first example of a clothing store, that is, for ready-made clothing, being established on an upstairs floor. The success of this store led to the opening of one or two more in Montreal, and now Toronto has become the scene of an upstairs clothing store. Perhaps it was through watching the trade of the Robinson store that Mr. Riley Hern, an old acquaintance of The Review readers, decided that it would be a good idea to start one in Toronto. Or perhaps he knew of the success of similar stores in the United States. Whatever the reason, he took unto himself a partner in the person of Mr. Claude Pascoe, or Mr. Pascoe took Mr. Hern as a partner, and the two opened up on November 7th last, Saturday, in a prominent office building in Toronto, just below the Robt. Simpson Co.'s store, and a couple of blocks above King Street. They took the corner of the first floor with a frontage on Yonge street, besides facing Richmond street, and started the "elevator and $10" slogan at work. Judging by the business of the first two days the experiment will work out well.

All at $15.

The principal underlying the operation of this new store of Pascoe & Hern, styled "Men's Upstairs Clothing Shop," is that they are enabled by the much smaller rent which they pay to offer good values in ready-made clothing, lower prices than can be given by the concerns on the ground floor. They have adopted the price of $15 to cover all suits and overcoats in their store. There is no suit above this figure or under it, or overcoats, except at that price. One window fronting on the street has the lettering "Clothes for Men," another "$25 for $15," and another "Overcoats at $15." The partners would not for a moment claim that a men's furnishing store could be run successfully on the second floor, as the majority of ties are bought by men dropping in on account of something they see in the window; and they do not think either that a man would come upstairs to buy a collar.

Will Go Upstairs for Clothes.

But their claim is that when a man wants a suit of clothes, he has the idea fixed in his mind, and if he feels that he will get a lower price and good quality by going up one flight of stairs, he is quite willing to do so. In fact, in order that their theories may work out successfully in a trade where there is very strong competition like the clothing business, it would be necessary for the man to prefer going up the one flight of stairs to save his $5, or whatever they claim it is, rather than be impartial on the subject. This idea, of course, will be played up for all it is worth, in all kinds of publicity that this young firm will use. For instance, they will have an electric sign on both sides outside the windows of the store, and on this will be the slogan with regard to the elevator and the $10, as well as the name of the firm. It occupies a prominent position in the opening ad of the firm.

The firm have also an advantage in the fact that both partners have a large circle of acquaintances, Mr. Pascoe through his connection with the firm of Hickey Pascoe, and Mr. Hern through his prowess in the sporting world.

Two Sides Lined With Cabinets.

The store itself looks more like a large office than a regulation store, but, under the circumstances, this is in no sense against it, but rather gives a spice of novelty to it. It is directly opposite the elevator opening. Two sides of the store are fitted up with glass wall cabinets containing racks for holding overcoats, while suits are contained in cabinets with glass tops in the centre of the store. The fittings are of handsome fumed oak, and the floor of a mosaic type. Several tables, also of fumed oak, are set out conveniently to the cabinets for holding goods that are being shown to customers. At one corner of the room, between the two lines of wall cabinets, is a trying-on room, with a mirror on the outside, which adds greatly to the appearance of the room.

Mr. Pascoe in conversation with The Review, stated that the main argument for drawing trade upstairs that the firm would use would be in the saving in rent, which allowed them to make a considerable reduction in the price of their suits and overcoats. The experiment had been successful in a number of other cases, and he was satisfied that it would work out well in Toronto. The firm had already contracted with a number of manufacturers to supply them with a good quality of suits and overcoats. The store would carry only one price of goods, $15. This would include everything, and also any alterations that were necessary. These would be done in the same building. Mr. Pascoe believes that the time is particularly opportune for a selling price of $15, which he and his partner had decided upon.

The firm also are showing on their table in the centre of the store, a number of samples of cloths, which they will have made up for those customers who either feel that they cannot be suited with ready-to-wear clothing, or possibly do not accept present day styles. The price of these is not limited to $15, but will depend entirely on the cost of the cloth itself.

5,000 Circulars and Papers.

The sending out of 5,000 advertisements, and advertising in two of the city newspapers, one morning and one evening, which are cosidered popular amongst the young men and the sporting element generally, constituted the introduction of the firm to the public. The advertising that was started will be continued twice a week, and in addition from time to time there will be sent out four or five thousand circulars announcing any new lines that the firm carry, or seasonable goods from time to time.

A Talk on Overcoats.

The overcoats in the cabinet are arranged in the order of the young men's first, that is the shorter ones, and are followed up by the ones more suited to older men. Mr. Pascoe in discussing the demand that has shown itself so far, and judging from his experience in the other store with which he had been connected, stated that the public were asking for the closer fitting coats with the wide lapels. He was not at all in favor of the half belt, and in some of the coats that had come to him from the makers he had had the belt removed. There was a fairly good sale of the Balmacaan for Winter wear in the heavier weights, but he felt that it was not the warm coat that the ulster was, and so was careful not to recommend it to any of his customers lest there should be dissatisfaction, and he should lose their trade next year. At the same time reports from several of the cities in the States, even border towns, stated that

Interior view of Pascoe & Hern's, showing suits in centre cabinets of fumed oak, and overcoats along two walls.

ANOTHER UPSTAIRS' STORE.

Continued from page 58.

nothing else was being shown but Balmacaans. This coat he considered was the dressiest that had been shown in a number of years. As for materials, while the Chinchilla was selling to a certain extent, the lack of wearing quality even in the best ones, was bringing in a harder warp.

Below appears a reproduction of the circular, which was sent out to 5,000 possible customers for the opening trade. This still features the personal idea of Pascoe & Hearn that Mr. Hern found so profitable in his Montreal store.

"PASCOE AND HERN SPEAKING."

"Pascoe and Hern speaking——"

We have spent years learning what we are now preaching.

"Why should you pay ground floor rents when you buy clothes?"

It is hardly a new idea to save rental so as to give better value to the customer, but it is a new idea to have an upstairs exclusive men's clothes shop, where at least $10 a trip is saved for the customer.

Our standing contracts with the leading Canadian clothes manufacturers put us in a position to give our customers $25 and $30 suits and overcoats at the low price of $15.

Our saving on ground floor rents and other overhead expenses enables us to create a men's upstairs $15 clothes shop where, by making a trip to the first floor, we can give you clothes of the highest quality and latest style, with a saving of $10 at least on your suit or overcoat.

Our formal opening is on Saturday, November 7th, 1914. We invite your inspection.

Sincerely yours,
CLAUDE PASCOE.
"RILEY" HERN.

Every garment sold is absolutely guaranteed.

WHAT MONTREAL AND TORONTO MEN'S STORES ARE SHOWING.

Continued from page 53.

a very good paying end, but its heyday is at Christmas. It is a time when it will sell by itself if given a chance in the window or display cases. The jewelry manufacturers will have something new in the way of specialties for Christmas boxes, and I believe gent's furnishing stores will get more than their share of the business this year, as people are not flush with money, and will avoid the jewelry stores where they can. Merchants, after selling a bill of goods, should not fail to draw attention to their stickpins and cuff links at any time of the year.

* * *

SWEATERS, I NOTICE, are being given considerable display, and, judging by the number that have been sold while the weather is already mild, there should be a good season coming. Apparently there is little new in knitted goods. Black shot, white, blue and red hosiery seems to be selling as well as anything in this branch of the trade.

Chamois suede gloves are featured. In these hard times they are very attractive.

POLISH YOUR OWN SHOES.

At the entrance to the shoe department in the store of the "2 Macs," Ottawa, there is a table carrying a display of findings, underneath which is a large card, with the following: "ECONOMIZE! POLISH YOUR OWN SHOES." At a time like this, a message such as this is likely to produce good results.

$15,000,000 IN WAR SUPPLIES.

It is estimated that Government war contracts awarded at Ottawa so far total $15,000,000. This includes 200,000 uniforms. The cloth for this has been bought by the Government and sold to the manufacturers at so much per yard, $1.35 to $1.60 according to weight. The cost of the completed garments averages $9.50 for a great coat, $4 for trousers; $7 to $8 for jackets, $13 for cavalry cloaks, and $7 for riding breeches. The material is bought from seven Canadian mills.

About 200,000 pairs of boots have been bought at an average of $4 a pair; 150,000 canvas shoes at $2; 100,000 suits of underwear at $10.50 a dozen; 150,000 blankets at $2.15 each, and 150,000 forage caps at $1.26. The average price for for flannel shirts has been $1.35, with 200,000 ordered; and 150,000 fatigue uniforms for rough work, cost $2.35 each. There have been 200,000 sweaters ordered at from $1.75 to $2 each.

The Mayer Littner Fur Manufacturing Co. has opened up in St. Thomas, Ont. Aside from manufacturing fur garments, the firm will deal extensively in raw furs.

Recording Measures to Sell Union Suits

New Style Underwear Must Fit Properly and Correct Size Can Only be Decided With Tape — Measurements on Card System, Together With Size of Hat, Gloves, Etc., Will Aid in Making Sales Through Women Shoppers.

WHEN a man is in the way of becoming converted to the union suit underwear idea and finds that one maker turns out a 34 which is rather large for him and another manufacturer has on the market a 36 which is too small for him, there are difficulties in getting him away from the old "telescope" garment where there are several inches more or less of slack which can be taken up in length or girth. And yet this is the actual experience of more than one man.

One of the difficulties with the union suit is in getting a fit—and it is a garment which "must" fit. Different makers will work to different standards. Under the old method this did not make very much difference, but with the new suit there is no latitude—it must be neither too loose nor too tight.

Great improvements have been made in this direction by the manufacturers since it has been shown that the new garment has taken strongly with the public. Every season sees more converts to the new idea until at the present the wearer of the old two-piece suit can be ranked with the man who still wears a nightgown, even on a Pullman sleeper. To keep up with the movement has necessitated the introduction of better standards of measurement and a bigger range of shaped garments to suit different figures.

The result is that the man who tries to buy a union suit by size alone is likely to find trouble. A good salesman will not attempt to fit in this manner. If the purchaser is inclined to be stout he will probably find that he may get a slim build in the size he usually wears which will be smaller than another suit a couple of sizes larger in another shape. To give a proper fit requires the use of the tape measure.

Recording Measurements.

When a man is "taped" he is not likely to make any note of the measurements. When he comes to buy another suit he will probably think it somewhat of a nuisance to have to submit to the measuring again. This he will be inclined to charge up to the union suit system. The recommendation in this connection is that it is good business to make a note of the measurement of the customer and to have them on a card system handy to refer to when he comes in again.

This is a particularly good idea where a store has customers who are busy men and who might appreciate it as a great convenience if they could merely call up on the phone and make a purchase from the size records on file. In this connection it might be advisable to go a step further and place on the card also the size of the shirt, gloves, and other furnishings which might be duplicated in the same manner.

Aiding Women Shoppers.

Merchants who sell men's clothing—particularly in the larger cities where men find much of their own time occupied in making their journey to and from their employment—are recognizing that more and more the buying is being done by the women of the house. Store systems and stocks are being arranged to this end. Here a system which would keep track of the underwear sizes would greatly facilitate purchases being made by proxy; this would also apply to other sizes and measurements which might be kept on record.

Securing the Records.

There are a number of comparatively simple methods by which these records can be compiled. They may be secured from men who call in the store. When a purchase is made the size of measurement can be taken down and at the same time there is an opportunity for some good advertising by explaining the idea and securing other figures to put on the card. Thus there is a valuable lever towards securing further orders, for the customer will remember that his measurements are on record and that he can secure prompt and satisfactory service. Another method is to send out a blank card with a circular asking that the measurements be filled in for the store records. A third method is to take a note of these particulars at the wrapping desk, and this could be followed by sending out a circular explaining the use being made of the measurements.

REMOVED BY DEATH.

The death is announced of Charles Shields, general merchant of Tamworth, Ont.; Chas. T. Wales, of C. T. Wales & Son, general merchants, St. Andrews E., Quebec.

2 Macs Methods

(See also Page 57.)

THEY call it "The Busy Store on the Busy Corner."

Or, "Head to foot outfitters for men and boys."

They are strong with the sporting community. They have a flagstaff and run up a ball when a league game is on.

There "Just look at 2 Macs and see if there's a ball game to-day."

They issue a baseball series schedule free.

They have one of the largest tailoring establishments of any men's wear store in Canada. They specialize in military outfits, boy scouts and cadets, clergymen's suits policemen's and chauffeurs'.

Their motto—or one of them—"No fit, no pay."

"If you are not satisfied we refund your money; we never argue."

On the 17th March they usually hold an Anniversary Sale.

Each man in charge of a department, hats, furnishings, ready-made, etc., is an expert in his line.

"Can we fit you for a suit?" the hat man asks, and if the answer is at all affirmative, he takes his hat customer and introduces him to the head of the tailoring repartment or the ready-to-wear.

The new store on Queen Street is only a few feet away from a car junction.

In the shoe section they built up a reputation on $4 shoes, so that on a Saturday frequently customers have to wait to get a seat. They have also a $5 line that is excellent value, for the former $4 line was the leader before prices rose so high.

BUSINESS FORESIGHT.

A firm of notion dealers on the East Side had gone out of business via the bankruptcy court, and the attorney for the principal creditors was going through the accounts of the concern.

In the back of the safe he came on a partnership agreement, drawn up by the two bankrupts when they engaged in commerce and jointly signed by them. The second clause read as follows:

"In the event of the failure the profits are to be divided equally."

Are you selling :: Clothing :: in your store?

Perhaps you do not know about the big money that is made in the clothing business when it is conducted by the

Campbell's Clothing SYSTEM

There is absolutely no chance of loss as your only stock consists of samples and a few lines of regular sizes which are always sold early in the season.

Your business will be that of a high-class merchant tailor. You will take the measure and we will make the clothes, which always fit and satisfy.

The profit is a certain one for you without one cent of risk. We want an exclusive agent for Campbell's Clothing in each town. If we are not represented where you are located write—

The Campbell Manufacturing Co., Limited
MONTREAL

Lion Brand Boys' Clothes

Double Wear——Snappy Styles

Anything that is a saving for the head of the family now-a-days immediately attracts his attention. When he can get suits for those active young sons of his that will give double the wear of ordinary clothes, he will not hesitate to take advantage of such an opportunity. Lion Brand Boys' Clothes is just such a line as this. Reinforced with double knees, elbows and seat they outwear the ordinary suit by many months. And they're made in attractive styles that will appeal to the youth.

Order a few samples to-day or write for catalogue.

The Jackson Mfg. Company
CLINTON, ONT.
Factories at :—Clinton, Goderich, Exeter, Zurich

WRITE SHOWCARDS

No store, large or small, to-day is fully equipped to do an aggressive business without a

SHOWCARD WRITER

If you would be one of the indispensables, write and ask about the famous **Edwards Short-Cut System of Cardwriting** as taught by

THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts., TORONTO. Mention this paper
Write for Handsome Two-Color Prospectus. Write to-day

SHOW CASES

If you are interested in improving your store equipment get our prices on Show Cases and all kinds of Store Fixtures.

WRITE FOR CATALOGUE

H. L. WOOD & CO.
COR. NOBLE AND STRICKLAND STS.
TORONTO

Cigars, a Soda Fountain, and Men's Furnishings

Interesting Experiment Being Tried Out With a Triple Combination — Displays of Colored Shirts and Colored Collars — Selling Tubular Ties by the Looks — Coming Out from Behind Counter to Wait on Customers.

HAVING cigars for sale in a men's wear store is not unusual, but starting a cigar store and putting in a soda fountain and drawing in the men's wear after it, is an unique event, at least in so far as Canadian stores are concerned. This is the experiment which the United Cigar Stores are trying out on Yonge street, Toronto, shortly above the T. Eaton Co.'s store. While the original intention was to have the men's furnishings occupy the space on the left hand when entering just opposite the cigar stands, the management later decided to instal a large soda fountain, which has proved so profitable in all the large cities, and, in fact, in nearly every hamlet in the country during the past two or three years, and on this account men's furnishings were relegated to the back of the store, occupying the right-hand aisle. This, of course, does not give the men the opportunity of location that would have been secured had the former arrangement been carried out but they have the advantage, at least, of one or two excellent windows for displays, and a large sign half way back draws attention to the men's wear exhibit, in addition to what is done casually by those in charge of the two departments at the front.

Big Business, Cigars and Hats.

The addition of men's furnishings to the cigar store has been tried out before by this firm in West Toronto, at the most prominent corner, where Keele and Dundas streets join. Some time ago the store was fitted up for an exclusive men's trade, adjoining immediately their cigar store on Dundas street. This is an unusually good corner for traffic. The city line from the main portion of the City of Toronto runs to this corner and Y's there, the car passing in front of the store, and, in addition, the suburban line meets this line at that corner. It is no uncommon thing for two thousand customers to pass in and out of the cigar store on a single day. This business at this point has proved very unusual, for there is not only the ordinary trade during the day and evening, but early trade of men going to work, and on this account the store is open at six o'clock in the morning. So far the men's wear store has not attempted to open earlier than 8 o'clock, however.

The business proved so good in the hat store that the partition between the two was torn down, and an extension made, so that now the hat store occupies half the double room, and in addition men's furnishings have been added. One of the departments that is given prominence is the collar, and samples of these are displayed on the inside of the door at the left-hand side.

The store down town in Toronto, part of the cigar store and soda fountain, depends a great deal for attracting the attention of the men that come in for cigars or "sodas" to the excellent display which has been arranged. There are three show-cases set out in a diagonal position along the centre, and show-cases to the right, and in addition large displays of ties of various prices on some of the show-cases. Immediately at the back is a large mirror, and on either sides glass cabinets for hats, as well as a display of hats in the show-cases in front of this. The firm have been able to secure so far a line of 25c ties, which are good value, but they feature 50c ties, and these, as in most stores, are the leader.

SITTING BEFORE A MIRROR.

"I was once in a store where they had a new way of selling hats. There was a table fitted out with a mirror and the customer sat down beside it. The clerk brought over all the hats of his size and he tried them on, looking in the glass before him as he sat. My idea, however, would be to have a double mirror in the centre of a wider table, and thus allow of two customers being looked after at the same time. This, of course, would not apply to the store where there is lots of room."—F. Ewart.

"The Review" had an interesting talk with the manager of the men's furnishing department, Mr. F. Ewart, who has had a number of years' experience as traveller for men's furnishing manufacturers, and in this way has obtained an insight into methods used by hundreds of men's furnishers throughout Canada. Mr. Ewart is now endeavoring to apply the information he has gained and will adopt some methods and reject others, which his own judgment and the experience of others has shown him are beneficial or hurtful to the building up and retaining of a men's wear trade.

Mr. Ewart is a firm believer in the selling qualities of good displays, and those which he has in his store are tastefully arranged, and are of a kind that bring out the main points of the lines that he wishes to show, specializing in this or that direction. For instance, a trim on top of a show case contains four lines of collars and shirts, and on each of them a colored collar—a line which is proving quite popular at the present time. But it is not connected with the sales of the colored shirts or colored collars—good as these have been—that the point is made, but that each collar was fitted out with a rather narrow tubular tie, without backing or seam. This shape goes contrary to the general tendency now, but they were a special line of dressy looking ties in good colors that Mr. Ewart had secured, and he determined to try out the sale of them by a tasty display on top of a show case. A number of sales in a couple of days proved that this theory was correct, and that most things that are tasty will sell even in the face of the prevailing tendency in favor of a rather different style of tie or, for that matter, most other lines.

Get Close Beside the Customer.

"I do not believe in selling an article over the counter," declared Mr. Ewart, emphatically. "That is, I believe in going around to the other side and standing beside the customer. It is only in this way you can get really closely in touch with him, figuratively as well as literally. For instance, supposing I am showing a line of ties, and want to try one on. How awkward it is to reach out for the tie on the stand, and reach farther out to display it to the customer, almost overbalancing oneself in the act. Why not stand just beside him, and make the knot in the tie, and show it to him, just as he is? How much better, again, it is to come outside and reach for the hat and try it on him yourself, rather than allow him to crush it on his head at an angle that takes away from the real style of the hat, and very often induces him to reject it after looking in the glass. I never, if possible, allow a customer to try a hat on his head himself, but always arrange it as I think will be best suited to the style of the hat, and the particular appearance of the customer.

Experience of a Detroit Store.

"This idea of serving customers out-

Continued on page 73.

GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL

MADE IN CANADA

From finest Australian Wool by CANADIANS.

A TRULY ALL-BRITISH PRODUCT

You know you cannot buy better woolen Underclothing than "CEETEE"—if you hunt the world over.

We guarantee every garment and stand behind you—it is made in all sizes, for men, women and children.

If you have not the size or kind in stock that your customer wants, order by mail and we will send it promptly.

"CEETEE"

ALL PURE WOOL - GUARANTEED UNSHRINKABLE

UNDERCLOTHING

CONNECT YOUR STORE WITH OUR HEAVY NATIONAL ADVERTISING.
PUSH "CEETEE" NOW.

Made only by

The C. Turnbull Co. of Galt, Limited, Galt, Ontario

Also manufacturers of Turnbull's ribbed Underwear for Ladies and Children—"M" Bands for Infants and "CEETEE" Shaker Knit Sweater Coats.

This is one of our very popular lines of gauntlets for general use which we make in several leathers—a very serviceable gauntlet, perfect fitting, wool lined, full welted seams, and good large cuff.

Our prices are lower than most other manufacturers.

Brown Nappa Tan, per dozen	**$ 6.50**
Asbestos Tan, per dozen	**7.50**
Mocha Tan, per dozen	**9.00**
Buck Tan, per dozen	**9.00**
Cream Horsehide, per dozen	**13.00**
Brown Horsehide, per dozen	**13.00**
Indian Tan Buckskin, per dozen	**13.00**

Unlined $1.00 per dozen less.

We can make immediate shipment of any of these lines

The "Big Four" Glove Co.

73½ Bay Street, - TORONTO

Advertising

Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service." — Elbert Hubbard.

Odd Twists and Fancies in Men's Fashions

DOUBLE-BREASTED styles are now the vogue for top coats for both dress and street wear in England.

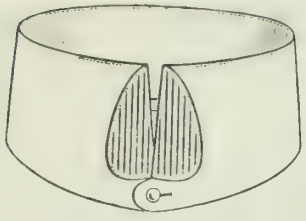
* * *

A NEW IDEA in neckwear brought out by a Boston, firm is a cravat with a little gold safety pin which is used to hold the folds of the wide end in place.

* * *

A NECKWEAR novelty brought out by the Lorraine Neckwear Co., New York, is known as the "Varsity." It is made of silk dyed in the correct colors for all colleges and universities with a seal and initial in the design which appears under the knot.

* * *



The latest dress collar is an American model to be worn with soft-fronted shirts. It is a close wing model, but the novelty is in the figured tabs of French pique.

An American patent has been granted for a reversible hat. It is formed with inner and outer parts and a space between through which the hat may be turned. It is not stated whether the idea has been developed through a desire to keep up with the rapidly changing fashions.

* * *

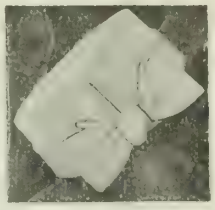
A NEW FEATURE in sleeves has been brought out by a New York firm. This is the introduction of a pleat to relieve the tightness which fashion has been demanding and which in some cases prevents the desired freedom of movement. The pleat is placed so as not to be noticeable and permits of the use of a sleeve small enough to closely follow the contour of the arm but which at the same time allows free movement without binding.

* * *

STITCHED HATS are reported as coming into favor again in England.

* * *

WRITING FROM London, a correspondent of Men's Wear, New York, refers to a tie pin which has been brought to his attention which could be converted into eight different pins. It consisted of three circles, with a diamond centre, and each circle was reversible—for instance, one composed of diamonds in front had rubies for a back, and so on. By an ingenious contrivance each of these circles can be taken out of the original stem and worn as desired.



A new wing collar, designed particularly for dress wear, has been brought out by the Barker Collar Co., Troy, N.Y. The wings come closely together in front.

THERE IS REPORTED to be a tendency for a return to favor of the fashion of wearing different colored trousers with plain black or dark blue coats.

* * *

WHILE THERE is a tendency to return to the trouser with the old style bottom as compared with the cuff it is not expected that the latter will quickly relinquish its strong claim on popularity. The cuff has been effective in giving a proper hang to the narrow trouser.

* * *

A NOVELTY BEING now offered to the Canadian trade is a belt with every appearance of leather which has the qualities of elastic. It is made of a composition so closely resembling leather that the difference can only be seen on close inspection. The surface is corrugated which no doubt assists in the expansion and contraction.

* * *

AN AMERICAN patent has been taken out for a union overall suit. This garment is made in one piece, with an opening from the crotch to the neck in front and with a flap for the seat portion which fastens at the side.

* * *

A NEW IDEA in a blouse for boys has an elastic strap which fastens to the inside of the waist band, and which, being a trifle shorter, forms folds or plaits in the waistband, concealing the buttons.

* * *

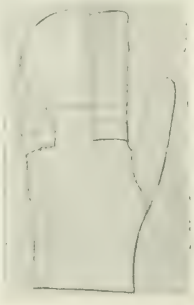
A NEW SOFT FRONT shirt for tuxedo wear has the novelty of four dark pearl buttons and between each is a small floral decoration.

* * *

A NOVEL WING collar for semi-dress wear is figured in a watered effect similar to the material in the front of the shirt.

* * *

MEN'S KNITTED TIES of fine woven yarn are now finding favor over the looser knits. The fine knit is almost as stable as the flat silks.



An American patent has been taken out for a combination glove and mitten, a fingered glove having a flap adapted to be wrapped around the fingers, the flap having a pocket for the index finger.

The Men's Underwear That's Made in Canada

Est'd 1880

IMPERIAL

PURE WOOL UNDERWEAR

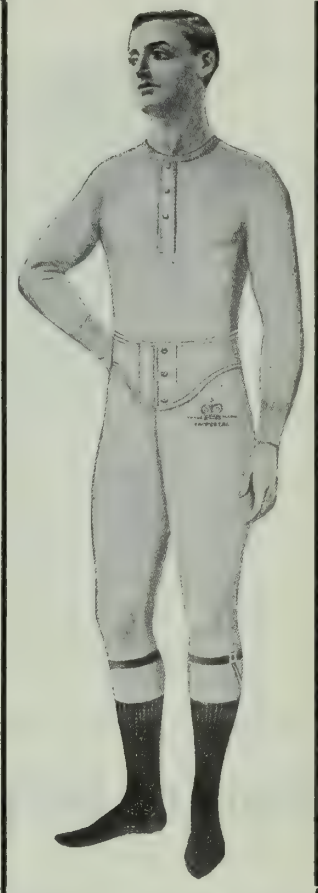
Its quality is uniform —and it's uniformly good, pure wool through and through, the result of using the finest grade of pure worsted wools, employing expert operators and first-class factory equipment.

We specialize in men's wool underwear of all kinds.

Write for samples.

Kingston Hosiery Company

KINGSTON, ONTARIO



The most welcome news to your competitor is the report which tells him you have stopped advertising. He sees in your retrenchment his opportunity.

A Strikingly Effective Cabinet Trim

The outstanding feature is a unique shirt model on the right. The garment is of pink, French flannel and like material is used for the draping, giving an appearance of unusual warmth against the dark background, and set off by accessories in black and white. The shirt is distinctive in its three tucks down either side of the front, which would be weak on anything except a plain-toned material, and in the use of the Russian cuffs and the black piping. The neckwear shows a line of black and white patterns which are predicted for a popular run with the quieter tones which may be expected as the result of the war. Gloves are of white doeskin which will be the effective thing for street wear this Fall and Winter. Display by Bilton Bros., Toronto; trimmed by S. Yorke Sleeth.

Points Behind Success of Men's Wear Trimmers

Color Scheme, Balance and Proper Placing — Different Color Draping Better Than Window Divisions—Be a Passerby—Public Respond to Distinction in a Window.

Written by S. Yorke Sleeth, of Bilton Bros., Toronto.

MUCH has been written on the important art of window dressing; but does the average merchant fully realize the wonderful scope for advertising which this medium presents?

Windows make the shop in the same sense that clothes make the man, and the really clever merchant is the one who encourages this, the best, form of advertising. The writer has proven to his own satisfaction and the satisfaction of others that the public are attracted by a distinction in the display whether it be of popular or exclusive merchandise, and the trimmer must study his work from the observer's point of view.

Objects to Divisions.

The real factors, of course, are the color schemes, balance and proper placing. One may have only one huge window, and to display the different lines of merchandise at the same showing will require careful study and planning to procure the proper attention for each, without an appearance of conglomeration. Many of the shops follow the custom of popular fixture divisions, but if the trimmer is a true artist, much better results can be obtained simply by placing the groups well apart and using a different color scheme for draping as the foundation of each. Not only does the average division look unsightly but it gives an impression of overcrowding.

Mr. S. Yorke Sleeth.

Of course, where a store has a large window frontage and it is made to form a number of different windows, as it were, it is quite a different matter and one that cannot be improved upon.

Frequently exclusive goods are badly sacrificed merely by lack of proper care and knowledge in the adjustment or in giving the proper setting by the trimmer. He who thinks that passersby seldom scrutinize a window closely enough to note the minute details and the adjustment relationship of one object to another as well as the harmony of colors, is indeed mistaken.

Be a Passerby.

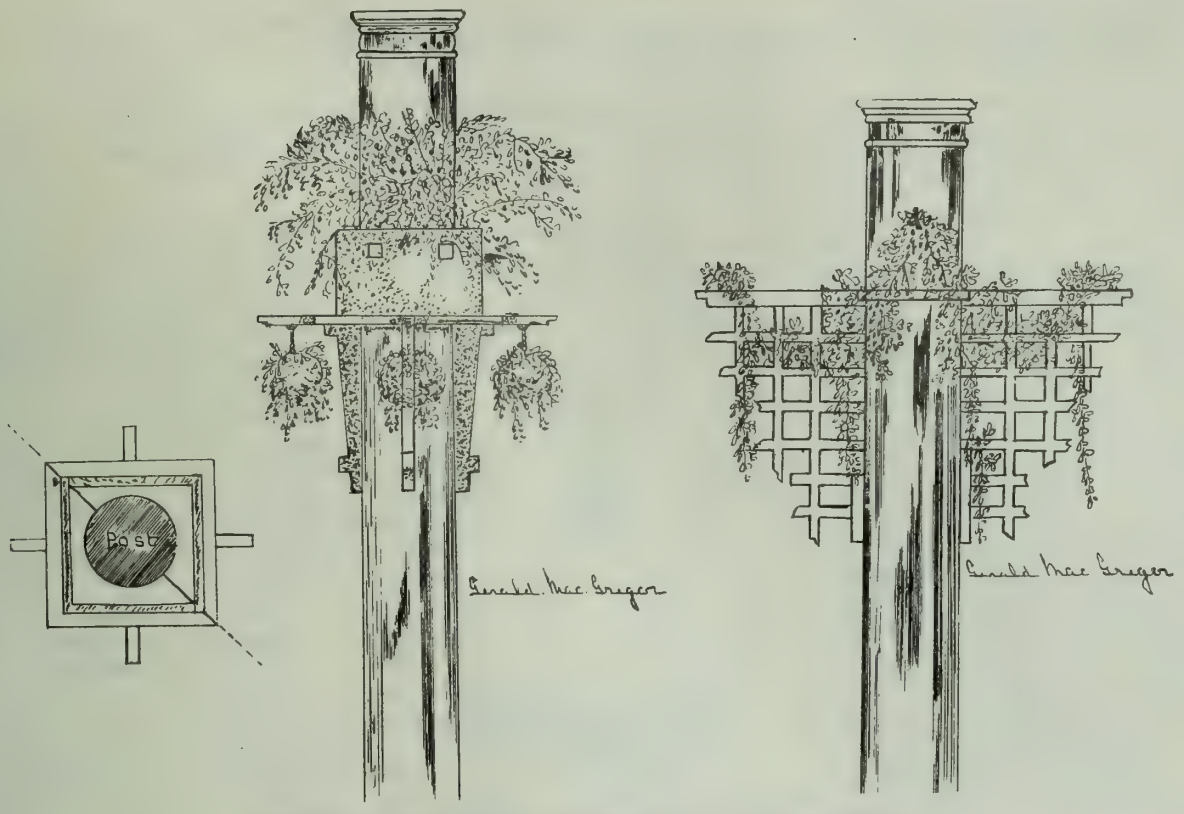
A few hints to the aspiring window artist:—

1st—Be a passerby yourself once in a while.

2nd—Make it a point to notice the other shop windows and find out the strong or weak points as if it were your own work.

3rd—Individuality is the foremost quality for a trimmer who aspires to become a real artist. Acquire individuality.

Continued on page 68.



SPECIAL DESIGNS FOR CHRISTMAS POST DECORATIONS.

No. 1—Made out of compo board, and then rough cast with sawdust and alabastine, costing about $4 a pillar.
No. 2 is a simple and cheap decoration costing about $1.50 a pillar.
Designed for The Review by Gerald MacGregor, Hudson's Bay Co., Winnipeg.

Selling Christmas Gifts by Window Displays

Showing Desirable Goods Properly Can be Made Big Factor in Holiday Business — Shoppers Welcome Suggestions — Confine Showings to Individual Lines, and Change Often—Do Not Crowd Windows.

THERE is no time of the year when the window of the men's wear store should have more attention —when more thought and care should be given to display—than during the Christmas season. Christmas shoppers invite suggestions. In the rush of buying people welcome the help that the well-dressed store window can give in solving gift problems. Now is the time to plan the holiday display series. Christmas windows in the men's wear store need not be elaborate. A seasonable background or decorations are in good taste, but they are not necessary or essential to a good selling display, and when holly or other decorations are used the scheme should not be one which will in any way detract from the goods themselves.

It does not take a great deal of artistic ability to arrange a holiday display. Show what you want to sell, and if your selection has been a good one you will be showing what the people are looking for. Show also good stuff, for when people are buying gifts they may reduce the expenditure, but not the quality; a Christmas present wants to be good, no matter what the price may be.

Not Too Varied a Collection.

As gift suggestions it is desirable to show a considerable range. There is no better time of the year, for example, to sell high-grade neckwear, silk hose, fine linen handkerchiefs, gloves, house coats, silk mufflers, and other similar lines in which quality is evident. At the same time, care should be taken not to show much at once. The idea of putting anything and everything in the window at once, until it has the appearance of an over-decorated booth at a church bazaar, is a great mistake. Showing too much is emphasizing nothing, and the desired effect is lost; besides good taste in window dressing is not shown by an effort to make the collection as wide and varied as possible.

Where the window is small, the display should be confined to one line or to kindred lines, and it is not necessary to put in more goods than good taste suggests. For example, three pairs of gloves, or one pair for that matter, can be seen to better advantage than fifty of the same kind. Numbers usually are confusing and not emphatic. Where the window is large, it is desirable to arrange units, either by grouping or by partitions. This style of arrangement also permits to putting the display nearer to the plate glass, and this is very important in showing furnishings; goods which are more than four feet from the eye are not likely to permit study in detail, and at the same time a large display cannot be put so close to the glass, as the eye cannot take it all in at once.

Continued on page 69.

Series of Patriotic Window Displays

Regina Retail Firm is Running a Series of Patriotic Displays Which Are Attracting Immense Crowds—Display on Trafalgar Day—Now is the Time to Advertise.

Written for The Review by Norman A. Ruse, Publicity Commissioner, Regina.

GOOD window displays are being recognized as a powerful selling force in every line of retail trade. The window dresser, with a stock of original ideas, is coming into his own, Some retailers at the present depend entirely on window displays to sell their goods, but this is generally recognized as false economy. A house, which represents the best in window displays, and widely advertises its goods by means of both newspapers and street car banners, is the Glasgow House at Regina. This store at the present time is running a series of patriotic windows, in which goods from all departments of the store are used. One of the best of these displays was that representing a naval battle. A painting representing warships in action formed the background for this display. The painting was draped with Union Jacks, with a picture of King George immediately above the painting. The main part of the display, or the attraction as it might be called, was represented by models of battleships convoying a transport in the foreground. The miniature war vessels were properly protected by toy submarines, etc. Dress goods were arranged to represent the water, so that the scene might have a natural setting.

The miniature battleship and transport ship were composed entirely of goods sold in the store. The sides of these models were composed of cross-cut saws. The gun towers of the two battleships are composed of small tin dishes, while guns are represented by pieces of pipe with emery stones protruding. The funnels are composed of pipe fittings, while the look-out tower is represented by a circular mouse trap. The transport ships' sides are composed of cross-cut saws, while the upper decks are represented by cash boxes of various sizes. Two oil stove wicks do duty as funnels on this ship. The toy department is also represented by a display of toy soldiers on the transport ship.

This particular window display was revealed to the public on the anniversary of Trafalgar Day. Immediately below the painting is printed Nelson's statement: "Britain expects that every man this day will do his duty."

This display was of such an unique nature that thousands of people saw it during the week it remained in the window. At no time during the week was this subject lost sight of, and to obtain a good view of it, it was necessary to have the photographer take the photo after midnight.

Messrs. R. H. Williams & Sons, proprietors of the Glasgow House, realize the value of this kind of advertising, but ably supplement it with newspaper advertising and street car advertising, as previously stated.

"Now is the time to advertise," Mr. J. K. R. Williams said in conversation. "A little more advertising than a competitor may just result in swinging the balance of trade."

The display was arranged by A. W. Murdison.

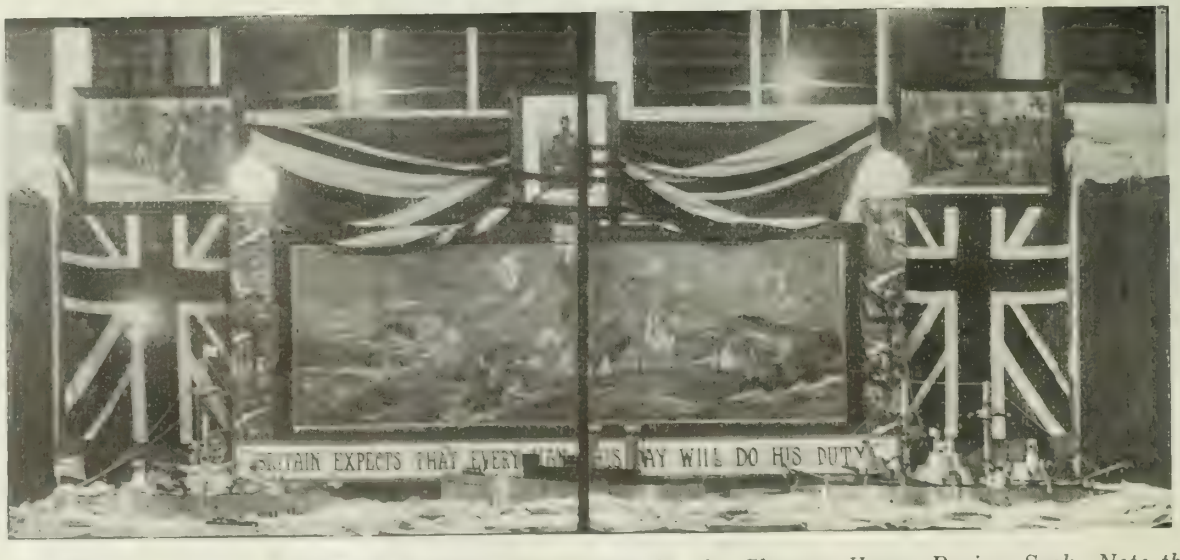
SUCCESS OF MEN'S WEAR TRIMMERS.

Continued from page 66.

The best results are obtained by studying the window or show case, whichever it may be, in its entire bareness before attempting to plan and trim or to picture in the mind just how it will appear when finished.

If you have a window of small proportions change it frequently, with the utmost care, that is, feature a change of merchandise at each showing.

Remember as the right or wrong clothes will indicate the successful or the unsuccessful business man, so is it with the window or show case for the taste in which they are trimmed denotes the character of the shop to which they belong.



Trafalgar Day Window—one of a series of patriotic trims shown by the Glasgow House, Regina, Sask. Note the realistic background and the men-of-war in the front.

Military Models the Latest

Man O' War and Sailor Models in Big Variety in the New Lines of Boys' Suits—Khaki and Scarlet Prominent.

THE small boy early passes the period of petticoats in these days, and the mother and son are at one as to the need for smartly cut little garments. Few boys of this age are satisfied with home-made garments and the development that has taken place in the manufacturing of small boys' garments places small suits in the store at most reasonable prices. Prices so reasonable that there is little inducement for mother to test her skill in their production. Men's wear stores are coming to carry these with their boys' clothing.

Not only are the garments well cut and well made but the suitability of the materials used is given careful consideration: duck, drill, galatea, and various makes of cotton suitings that will give good wear, and which stand the constant tubbing to which the garments of the small boy must be subjected. While pique is also used in making up garments for the smaller children.

Many garments on the Buster style or having the long straight waist and kilted skirt are equally suitable both for the small girl and the small boy. Quite a number of these models have bloomers attached. These button on to the belt or have a waist of cotton which also carries the shield. A number of these models showed the raglan cut in the sleeves, and various fancy collars take the place of the sailor. Some necks are simply cut square with a buttoning flap at the side.

The regulation man o' war suit cut exactly like the one worn in the British navy, and the many styles of sailor suits form as usual the main portion of Spring range. Man o' war suits are made of navy serge and are correct in every detail. They also come for Spring selling in duck and drill, in navy, cadet, and white. When white, navy, cadet or scarlet is used for collar, cuffs and trimming bands on collar. Embroidered anchors and chevron stripes also decorate the sleeve.

Sailor suits come in a big variety of styles. Ducks, drills, galatea and cotton suitings are all used. Owing to the favor for military fashions natural and khaki shades trimmed with scarlet and gilt buttons promise to be very much favored. Striped galateas in black and white, navy and white, cadet and white and tan and white are prominent in the range. Little sailor suits of black and white stripe and navy and white stripes come smartly trimmed with scarlet drill. The collar will be of scarlet with bands of the black and white. Tan and white is usually trimmed with plain tan and the buttons are gilt. Very free use is made of scarlet trimmings and facings and when these are used scarlet bone buttons are the usual accompaniment.

MILITARY SUIT, SPRING, 1915.

Suit in military effect of tan duck. The tunic has stock collar, single revers and cuffs of military red drill, and is belted in red leather. Both tunic and belt have brass buttons. Full knickers of tan complete the suit. Shown by Flett, Lowndes & Co. Sketched by artist of The Review.

Though not new the Oliver Twist suits introduced last year are again finding favor and are developed in a number of combinations. Many children look extremely well in this quaint little suit and therefore it will enjoy another season's run of popularity. Military models are the high novelty. These suits are developed in khaki drill, with tunic and military stock collar of red duck, patch pockets faced with red, and are belted in with red leather and trimmed with gilt buttons. The knickers are very full, or are in boy scout style.

SELLING CHRISTMAS GIFTS BY WINDOW DISPLAYS.

Continued from page 67.

Speaking of arrangement, a general hint might be handed out here with regard to the scheme. This is not telling in detail how it should be done—that must be largely left to the individuality of the trimmer—but one thing to be remembered is that a layout which shows a regular balanced scheme is not good. Balance to the display there would be, but it is not attained by suggesting that the main effort of the trimmer was to arrange a geometrical design.

Change Every Other Day.

To cover the range without displaying too much at the time makes it necessary to change the windows often. During the holiday season every other day or even every day is not too often, and this can often be done, because the displays need not be elaborate. At the same time, a tasty gift suggestion card can be used in connection with the different showing, enumerating some of the other lines carried which would be suitable for Christmas remembrances.

Do Not Let Price Look Chief Idea.

There are different opinions as to the use of price tickets in a window of this kind. This advice might be given that where a price ticket is used it should not obtrude on the display, but rather appear as information for the shopper. A quiet card set on the floor of the window in a block holder stating, say, "Stylish cravats for Christmas gifts, $1.50," or something of the kind, is in good taste. A card which carries the impression that price is the chief inducement of the sale is a mistake at this season.

Where the store is giving anything tasty in the shape of boxes for gifts it is advisable to make use of them in the display. And these boxes will be found to be a big factor in the sale of gifts. A tie sent in a piece of wrapping paper is entirely different from the standpoint of sentiment to the same tie sent in a neat box. These boxes cost money, but they are what the public is looking for. Giving a five-cent box with a fifty-cent necktie does not seem like a good proposition, but there are furnishers who go this far and consider that it pays.

THE SECRET OF SUCCESS.

The man who uses hook and line pulls in his single fish,
But who joins hands to pull a seine, gets all that he can wish;
And each man's share is greater, for, in size as well as weight,
The secret of success is this: CO-OPERATE.

WAR---And Its Influence on Men's Apparel

Military Cuts and More Sombre Colors are Certain to Follow in the Wake of the Conflict—London Writer Tells Interestingly of Changes Already Noted and Predicts the Military Coat, the Pea Jacket, Knickerbockers, Four Button Lounge Coats, etc.

THOSE who follow the devious ways of Fashion's twisting trail, and those who endeavor to foresee where her fickle footsteps are likely to lead, find much of interest in speculating as to the effect of the war on men's apparel. And that there will be an effect there can be little doubt. The extent to which styles in Canada will be influenced remains to be seen, but the fashions of men the world over are too much influenced by the London designers not to feel the changes, and especially is this true in Canada, where we are a unit of the great Empire which is playing such an important part in this supreme European issue.

Generally speaking, there undoubtedly will be a military tendency in the cut of the garments, and different features of the uniforms of the many military units are likely to be introduced in the mufti of the civilians in a modified form. There also will be a tendency towards quieter colors and effects and a distinct departure from those fads which of late had raised the criticism that men were becoming too effeminate in their attire. Then, a civilized nation cannot suffer what Great Britain is suffering to-day in loss of men, and not show the effects in many ways. There will be so many people in mourning throughout the United Kingdom that colors are certain to become subdued; this apart from the fact that there is likely to be a shortage of dyes, which will prove an imperative means to the same end. Black and white are already beginning to predominate, and there is a demand for khaki shades. The extent of this sombre influence in Canada will, no doubt, depend upon the developments of the campaign and the part played by the Canadian troops. Should the war continue for some time, the Canadians will be on the firing line, and should the loss of life prove heavy we will mourn with the Mother Country.

To some extent this was so at the time of the South African war—more particularly, of course, in England. And it has only been in the past few years that there has been a strong demand for colors, a demand which, by the way, had about reached a climax about the time that Germany precipitated the European conflict. Under the circumstances the reversion to something decidedly different will not be altogether objectionable to the public, for fashion constantly demands change. And what is more, there are those who believe that the influence will be a lasting one, and that the war will be such that it will not be forgotten in years or its influence on the public mind and taste lost.

Short Shrift for Loose Coats.

Clothing is almost certain to follow the military lines, and this will spell short shrift for the loose coats, which have been so popular. In fact, even before the war was declared, the death warrant of the Balmacaan had been signed in London, and it had been relegated to the country for outing wear. In its place the double-breasted form-fitting coat was being worn, and this model is very strong in Canada in the heavier winter coats.

The waist-line is certain to receive more attention if the military influence is far-reaching, for shapeliness is one of the outstanding ideals of the military uniform.

Perhaps the Pea Jacket.

In a letter to Men's Wear of New York, Fairchild, writing from London, speaking of the pea jacket, says: "It is now many years since we wore the short covert coat which reached to the thigh. No doubt this style of garment is better suited to more elderly men, yet I should like to predict that in twelve months' time we shall see many coats modeled on these lines. I have previously referred to the greatcoat worn by officers of the British army. Though the official regulations laid down are for a very plain coat, we find that most men make it a decidedly smart affair. Here there is the shaping of the waist and the peculiar formation of the double-breasted front, which all adds to the essential point; namely, shapeliness."

Fairchild does not think that the military cape will be revived. He says that the service coat of to-day is built on the lines of a Raglan, cut quite loose, and buttoned through in front; that is so far as the infantry are concerned. The cavalry uniform is cut on the same lines, but with a great deal more skirt and an apron.

Military Evening Clothes.

In evening clothes this authority points out that the correct mess coats worn by the officers of the British army have shawl collars and some with the front and length of the lapel somewhat similar to the evening coat worn by well-dressed men to-day, the two additions being the wide double-breasted lapel and the handkerchief pocket. He thinks that the war will have the effect of reviving the shawl collar on the evening coat, and, in fact, comments that he has already seen the Prince of Wales wearing such a garment. Military braid, he thinks, will be used on the dress trousers, which will be cut closer to conform more to the military style.

Higher Lapels for Lounge.

Referring to the influence on lounge suits, he thinks that the coats will be buttoned higher under the neck. He foresees the return of the four-buttoned coat with a smaller lapel along the lines of those considered correct for service jackets. He foresees, too, a revival of the knickerbocker. Many of the men joining the colors to-day, he points out, have not worn knickers since they went to school, and they are likely to get accustomed to the style again to the extent of including a pair in their wardrobes in more peaceful times.

In Furnishings.

Some interesting notes regarding furnishings are contained in this letter from London. Already hosiery knitted in the pattern of the different tartans of the Highland regiments has appeared, and has made a smart appearance; neckwear of the same patterns is shortly to be offered. Regimental colors, the writer thinks, will be very strong with the soldiers after they return from the front, both for neckwear and hat bands. He expects, too, to see a popularity for a cap modeled after the large shape worn by the cavalry officers, as was noticeable following the South African war.

It is not expected that khaki will continue a popular color after the war, but that it will be responsible for reviving natural shades in general.

TRADE IMPROVING.

Dun's Bulletin, Nov. 14.—The feeling in business circles in Toronto has improved during the week. Money and exchange show signs of easing up, and merchants and manufacturers are taking a much more hopeful view of trade in general. The progress of the war at all points is most encouraging and greater confidence in our finances is the result. Many jobbers report increased orders for future business and the colder weather has a beneficial effect on sorting-up trade in merchandise. Prices of woolens and linens are firmer.

Black and White Strong for Spring Neckwear

Reaction After Wild Range of Colors and Patterns—War Encourages a Sentiment for Quiet Wearing Apparel—Club Stripes Will in Future Take Name of Regimental Stripes.

IT is a pretty safe prediction that that black and white combinations will be strong in neckwear next Spring — stripes, checks, shepherd's plaids, polkas and other patterns. There are several indications that the trend of fashion is going to be in this direction and these indications are backed by reason.

In the first place the range of neckwear of the past couple of years had not only covered but had retained almost every possibility in pattern, in design, and in coloring. There has been a riot of high shades and rich mixtures. A reaction seemed to be about due. This reaction commenced in the United States this Autumn and the use of black and white in patterns and designs is reported as the "predominant feature of the neckwear market this Fall."

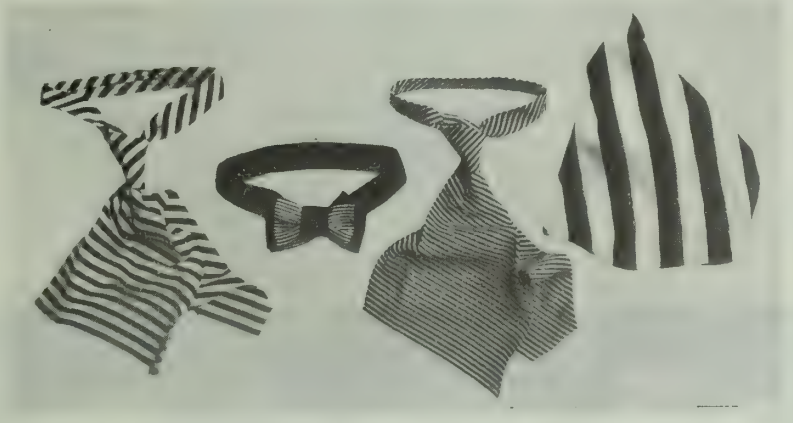
Then the outbreak of the war has introduced new factors which will favor the black and white. There is the shortage of dyes and difficulties which will probably develop with regard to foreign silks. These should favor simplicity. Not only is there likely to be an actual shortage of high-colored silks for neckwear but the indications are that the whole trend of fashion in apparel will favor simple shades and plain colors.

This is apart from the war sentiment which it is predicted will have the effect of creating a demand for simplicity as compared with the high colors which have been worn. This attitude is taken by prominent authorities of men's wear who think that the loud colors which had reached the height of their popularity in London and other big centres will be dead for some years, particularly in England—and London has a broad influence on the clothing worn by men on both sides of the water.

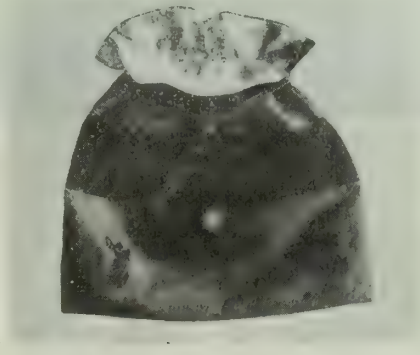
All these things would indicate that black and white should be strong in the Spring demand although it would appear at the same time that the period has passed when there will be one particular style of neckwear that may be considered as the fashion. Men now seek individuality to a large extent where they used to follow the style leaders as a flock of sheep follow the bell wether.

Regimental Stripes.

The club stripes which had such a good run during the earlier part of the summer, before the all-over patterns were shown exclusively, promise to have a new lease of life. But in being born again they will change their name to meet with the military spirit. They will be known as military stripes. In these stripes black and white should be strong but there are many other combinations, there being eight in all in the line being manufactured by one Canadian firm. In the width of the stripes there is a considerable range there being almost anything desired from an eighth of an inch to a full inch.



Effective use of stripes which illustrates two style tendencies in neckwear that are expected to be strong in the advanced winter and spring lines—the black and white fashion and the regimental stripes. The black and white idea is not confined to stripes nor are stripes confined to black and white. In black and white there is a big range of patterns, plaids, checks, figures, polkas, etc., while the regimental stripes will cover a full range of colors. Shown by Sword Neckwear Company.



FROM MEN TO WOMEN.

Novel bag of silk for dancing pumps or toilet articles put on the market to be sold to men's furnishing houses as a gift for men to give to women. Sword Neckwear Co.

Some New Bows.

A Canadian authority on the subject of neckwear is pinning his faith to bows to a large extent for next Spring. He claims that they are going to be stronger than ever and he has recently designed a couple of new ones which are now being offered to the trade. One of these is illustrated. The novelty is the contrasting border at the ends of the bow which is very effective. There is a big variety of patterns and colorings.

Another new bow has a paddle end. This end is left open and the tie being made without a filler gives a loose and less formal appearance.

FLANNEL FROM THE STATES.

A scarcity of flannel has developed in Canada as a result of the heavy orders for shirts for the War Office. A shirt manufacturer writes The Review stating that the flannel for the Imperial Government order is being procured in the Eastern States, as that is the only market for supply at this time.

"All the mills and factories in Great Britain are full up with orders, too. We have cabled and written factories and mills over there for both flannel and shirts, but they reply, 'all full.' "

SOME BIG RISES IN COST.

The war has brought about some striking changes in the values of textile raw materials, says Dun's Bulletin. Cotton that sold from 12.3 cents 14½ cents a pound last season is now quoted from 6½c. to 7c. in Southern markets. Japan raw silk that was quoted at $4.20 a pound three months ago sold at $2.95 a pound this week. Burlaps that sold at 7½c. a yard two months ago are now quoted for December delivery from Calcutta at 29c. a yard. Coarse wools have advanced from 20 to 40 per cent. on different grades. Flax yarns have advanced nearly 30 per cent. in the last two months, while dyestuffs and heavy chemicals have risen 50 to 700 per cent.

Where Will Colored Collar Land by Spring?

Coming Fairly Strong, But "Horsey" Types May Spoil It For Well Dressed Men—Shirts for Spring Show Dash of Color With Fine Stripes Popular—Nice Demand for Silk Lines.

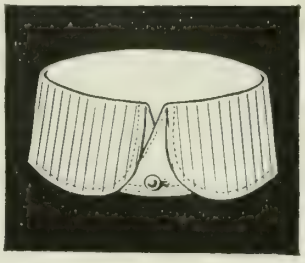
WHEN one discusses shirts for Spring with the manufacturers little is heard of the subject of a possible scarcity of patterns due to the lack of dyes. What most say is that their offerings of samples cover sufficient materials on hand for placing orders; if repeats come in, well they must take their chance.

One of the interesting problems for Spring, as yet undecided is the pleated shirt. There is a general sale for it, travelers report; one reason perhaps is that it looks well in a window display. There are some new lines shown that will cause many a passerby to stop and look in and comment on the new things So-and-So gets out. The pleated shirts come in the cross as well as vertical stripes, but may come to be a Fall line rather than a Spring, owing to the heavier weight due to their construction. A number of new lines have been brought out, for Spring, one of them showing a colored "flat" pleat, set in here and there among the others that are set more closely together.

The stripe holds its own in the ordinary run of shirts, as it has year after year. The finer lines are the more popular for the better class trade but numerous samples show combinations, some of which run into quite light colors. Among these are black and pink, black and helio, black and mauve, brown and blue, etc. These come in finer stripes alternating but a few are seen with one of the two in a broad stripe. The "candy stripe" combinations are also selling in many sections.

There is a good demand reported for silk shirts, silk fronts being well taken. Among the materials shown by one firm are silkines, wool taffetas, plain shentungs, untearable Japanese, and some fine mesh cloths. These are of more delicate stripes but show a fancy for a dash of color.

The shirts with the soft attached collars coming in silkines and wool taffetas, for golf, tennis, etc., are being well received again.



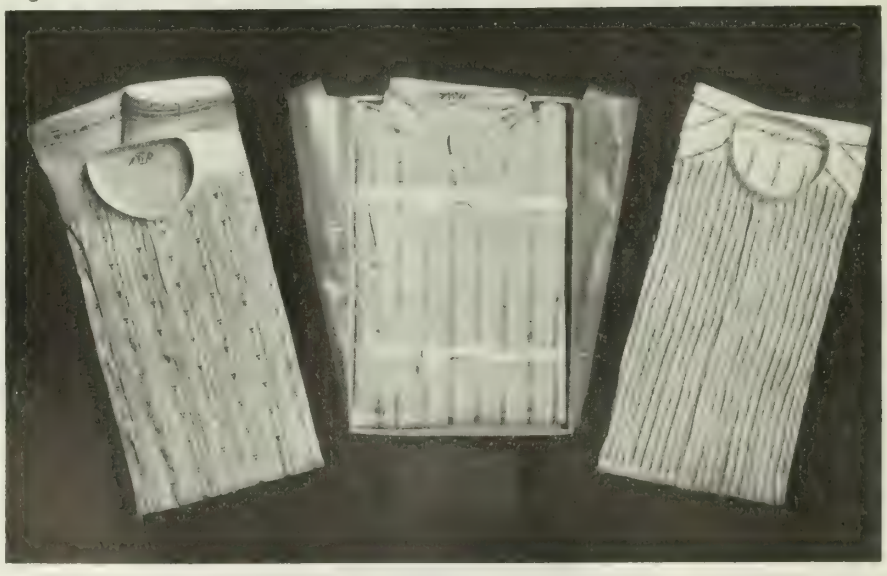
Colored collar with neat vertical stripe in black. Shown by Williams, Greene & Rome.

The most interesting point probably about Spring shirts, however, is—to use an Irish bull—not the shirt but the collar. To what extent will colored collars be worn?

At the present time the double linen collars with vertical or horizontal stripes are having a good introductory run, with blacks much preferred to all others. There had been, of course, an attempt to work in others with a heavier stripe, but the public rather fought shy of it. But now colors appear to be coming back in finer lines. Some makers are showing mauve, pink, tan, blue, brown, etc., as well as black, and a few are trying self colors as well as stripes on a white ground.

A well-known expert on shirts and collars discussing the question with The Review, ventured the prophecy that "colored collars will come in strong if manufacturers do not spoil it all by bringing in loud, 'horsey' lines. Once they get a certain class of men wearing them they are done for. But if they keep to the neat, rather quiet lines, I think the better dressed public will adopt them. Of course the neat black stripe will be the most popular as it can be worn with any color of shirt but the more delicate colors should be taken up as well. One of the practical reasons for this is that the colored collars do not show a slight soiling that often compels a man to change his collar in the middle of the day, particularly in the winter when his overcoat collar touches it. I know stores that refused colored collars one week and, finding a call from the public, asked for them the next. It is an interesting trend to watch and one cannot say which will be the better, the vertical or horizontal stripe."

Soft collars are being made up on shirts pretty much as ever, but it is certain that few will be worn in a real dressy shirt.



New samples of million pleated shirts, the one on the left showing a distinct color tendency in a "flat" pleat. Pyjamas are more popular than ever as Christmas gifts, especially in kemo silks and cashmeres. Shown by Williams, Greene & Rome.

A FISH STORY?

"Why don't you advertise?" asked the editor of the home paper. "Don't you believe in advertising?"

"I'm ag'in' advertisin'," replied the proprietor of the Haysville Racket Store.

"But why are you against it?" asked the editor.

"It keeps a feller too durn busy," replied the proprietor. "Advertised in a newspaper one time about ten years ago, and I never even got time to go fishing."

800,000 SHIRTS.

The Imperial representative in Canada has placed orders with the Canadian shirt manufacturers for 800,000 shirts, and a committee of these worked out the details of distribution.

Is Fashion Destined to Kill the Knitted Tie?

The Vogue of the Flat Silk Cravat in Mixed Patterns Promises to Stop Sales of Knitted Ties—Opinions in Canadian Trade That Neatness and Wearing Ability Will Sustain the Latter for Many Branches of the Trade, Despite the Trend of Styles.

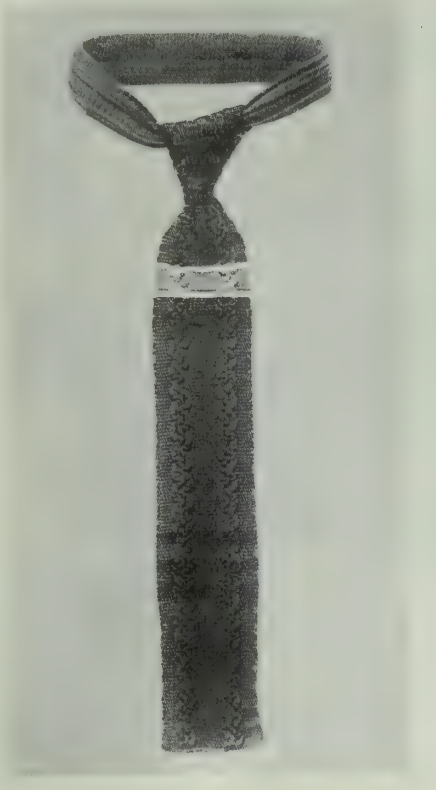
WHAT is the future of the knitted tie? Has fashion yet signed the death decree? There are some of the questions which are being asked by men's furnishers.

It is certainly evident that in the centres of fashion there has been for some time a tendency to favor the flat silk cravat and designers have created a big variety of rich designs which are being made up in large shapes. At the same time there is a question in the minds of many of those who are in touch with the retail in this country and who know the strong position that the knitted tie holds with the public as to whether fashion will be able to overcome the demand particularly among that class of well dressed men who do not follow the devious ways in which fashion leads.

For all practical purposes there has never been a tie which fills the requirements like the knitted one. Where the silk cravat after being worn for a comparatively short time begins to get out of shape and to soil on the exposed edges, the knitted neck piece will hold its shape for several months and will show but little the effects of wear. It is always serviceable and well appearing.

The present tendency in neckwear favors patterns and designs which are not adapted to the knitted goods but at the same time the color combinations and mixtures which have been made by the knit goods manufacturers are little short of wonderful. Starting as a small string tie with a single layer of material and little to recommend it in shape or coloring the knit tie has developed and thrived for almost a decade until it occupied a very strong position in men's apparel, with an almost limitless variety of colorings. The tendency towards larger shapes which commenced a couple of seasons ago has been followed, but the present call for varied patterns and color mixtures which can only be secured in the high priced silks and this and the strong but limited popularity for bow ties has worked against the knitted member of the tie family.

However, no matter what the dictates of fashion may be—and it must be expected that the influence will certainly be felt—it is pretty safe to say that the popular knit tie is going to maintain a share of its popularity and will continue to hold at least a good portion of the present demand.



Example of novelties in knitted neckwear being brought out to hold the popular demand. This is of finely knitted silk, which gives it a solid body. The unique feature is the raised stripe of self material, knitted into the design . Shown by R. Score & Son, Toronto.

Gloves Higher

Tanneries in France Mostly Closed Down and Increase Seems Certain For Spring.

PRICES of leather gloves are advancing, and must advance still farther owing to trouble in Europe, and to the high cost of transportation, both inland and ocean. Marine insurance, which went down from 6½ per cent. to 2 per cent., has begun to rise again, and is expected to go high, owing to the fact that vessels have been torpedoed in the English Channel, and because of mines and submarines on the trade routes. Some people pooh-pooh the idea of risk on the Atlantic, declaring they would never insure their goods. Their confidence often rests on ignorance. Many manufacturers with large shipments are taking no chances, and, of course, the retailer and the consumer are having to pay for this insurance.

The trade seems fairly certain that prices will be higher next Spring. The tanneries in France which produce skins for gloves, are mostly closed down, and as manufacturers have little in sight beyond what they now have in stock, higher prices are probable. In the meantime large consignments of gloves are arriving from both France and England, so that there should be little difficulty in securing supplies for this Winter.

THE WOOL EMBARGO OFF.

Definite word has at last been received in Canada not only that the British embargo on wool has been lifted, but that shipments are going forward. The outbreak of the foot and mouth disease in the States has made it necessary to fumigate wool coming from there into Canada.

THE MILITARY IN MUFFLERS.

The military note is present now in mufflers, and regimental stripes come in the silk or all-satin, in black and white, or grey and white. These may drive out the knitted mufflers so popular last year.

CIGARS AND SODA FOUNTAIN FURNISHINGS.

Continued from page 62.

side of the counter I found carried out best perhaps in a Detroit store. It was a very narrow store, not more than six feet, but extending about 100 feet in the rear. The young men who opened this store, arranged the fittings so that the show cases fitted into the wall, and the cabinet or shelving on top stood on the show case, leaving about a foot of ledge where each article could be shown to the customer. Thus the clerk was close beside the man who was trying the goods, and made a far more effective salesman than if he was several feet away. The success of this in that store made me decide to follow out this system if ever I entered the retail business

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tall Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves, satin facings. Blue occasionally worn.	Single breasted, white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs, gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Sweaters for Gifts

A Good Time to Feature Sale For Holiday Business — All Kinds of Styles.

THERE appears to be little upon which the sweater outlook can be gauged. Buying a knitted coat is something like buying a neck-tie; a man can select anythng he may choose in shape, color or combination of color and still be right. Looking to the future reveals little new to indicate that the public taste is to fall into any set channel. Stocks will cover a big range of weights, styles and colors.

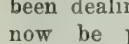
There are V-necks, military collars, shawl collars, etc. There are light and heavy weights and a big range of stitches. There are colorings that would make Joseph's coat look drab in comparison. In fact it might be said that during the past season there has been a better demand for high color combinations than ever before. Nothing could be set down as finding particular favor or indicating the future trend.

There does, however, appear to be a desire for moderate, serviceable garments—the kind of coats that have been popular for a long time. The best sellers are of moderate stitch with a collar that can be opened or closed; but then there seems also to be a tendency more than ever to range all over the limits of possibilities as set by the manufacturers.

Novelties do not seem to hold favor for any very long period. Two-tone effects in checks have been offered, but they have a limited number of takers. In color combinations contrasts are now used in many of the trimmings—that is two contrasting colors instead of one—and this style finds a good sale with athletic organizations where the colors of the club can be worked out.

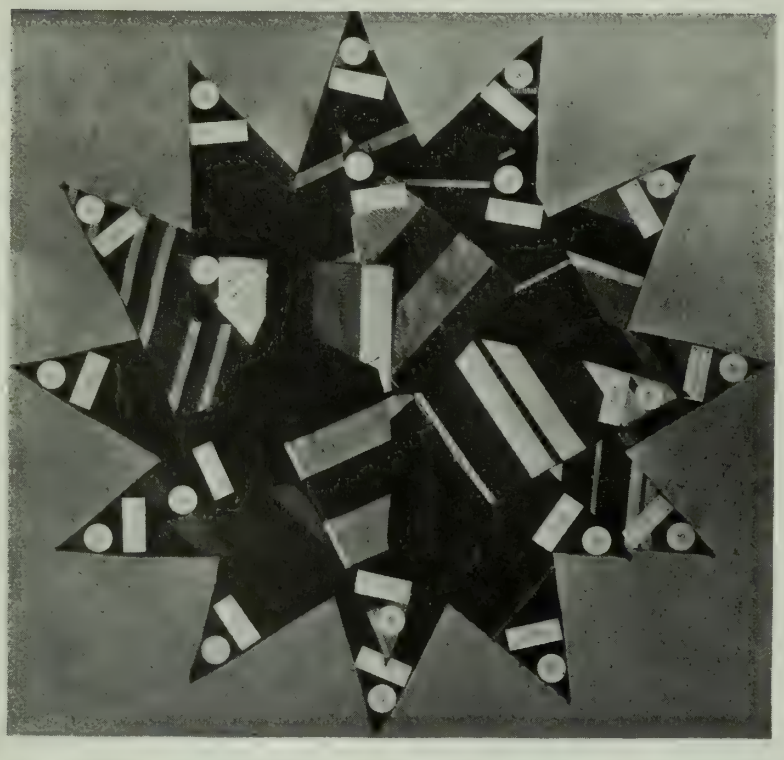
There is a place for the sweater coat in the holiday trade and it should be pushed as a gift suggestion. Much will, however, be found to depend on the weather; a mild Christmas will make all the difference in the volume of sales. Holiday boxes will be found to help, but not to the same extent as with reference to women's coats—except of course where a woman is making the purchase of a garment to be given as a present.

In price the five-dollar line is always a good seller. Many stores find it their leader at all times. A man will usually be found willing to pay this price for his garment and to be better satisfied than if he got the same coat for less money.



When you stop fighting your neighbor and combine your energies to defeat the common enemy you will make progress toward better trade conditions.

Regimental Colors for Ties



ENGLAND is going in strong for regimental colors which are chiefly displayed in neckwear styles. A bunch of swatches was received this week by Aiken, King St., Toronto, from a London house illustrating their line of war time ties. The accompanying cut gives some idea of the range, although it hardly conveys the varied coloring in the striping of the nineteen different samples. Although there is a great variety in the line, for the most part the colorings are dark and not intended to obtrude on the general sombre spirit which may be expected to prevail. These stripes will undoubtedly be strong in England where each regiment has its following and its friends.. In this country the influence will be less although the dictates of fashion may be felt. At the same time there is a hint in this significant display of neckwear that regimental colors may be put to extended use in trimmings of women's dresses as well as the neckwear of men. The colors are:

1. Royal Marines, 2. Argyll Sutherland Guards, 4. R.A.M.C., 5. A. S. C., 6. Cameron Highlanders, 7. Black Watch, 8. Shropshire Light Infantry, 9. 2nd Dragoons, 10. 5th Dragoon Guards, 11. 7th Hussars, 12. 60th Rifles, 13. Royal Engineers, 14. Inniskilling Dragoons, 15. 10th Hussars, 16. Irish Fusiliers, 17. Gordon Highlanders, 18. King's Own Borderers, 19 Rifle Brigade.

Free Chocolates

A 25-Cent Box as Inducement to Women With Each $1 Purchase of Men's Furnishings.

THE fact must not be lost sight of during Christmas that the women do considerable of the buying at this time of the year. It is a season when the merchant's selling methods have to undergo a complete volte face. Whereas during the whole of the year he has been dealing mainly with men, he must now be prepared to encounter the idiosyncracies of the other sex, and his windows and goods must be arranged to meet these changed conditions.

Scott Bros., St. Catharine St. West, Montreal, realized this last year, and in their displays, united boxes of chocolates with their gents' furnishings. This caught the women. They figured that if they bought a pair of gloves for Jimmy, the box of chocolates would come in handy for little Mary. A box of chocolates was given away with every dollar purchase. They were regular 25c boxes, but only cost the firm ten or twelve cents, buying in large quantities.

Something along these lines should appeal strongly this year, as many people will be on the look-out for two presents for the price of one, especially the women.

Getting the Calendar into Desirable Hands

Merchant Should Impress Patrons With Value of His Gift — Excellent Idea is to Open a Register for Names of Those Desiring to be Remembered, the List to Close at a Set Time—Another Plan is to Give When Purchases Are Made on Stated Days.

DECIDING the method to be employed in the distribution of the new year calendar is almost as important as deciding whether or not the store is to follow the calendar policy. Starting at the point where the merchant has decided to give a date guide for the ensuing twelvemonth, comes the problem of getting the most good out of the expenditure decided upon; that expenditure will be decided by the style of the calendar and the number to be distributed—matters to be governed by the merchant in relation to the individual business.

One of the great difficulties with the complimentary calendar is that it is not likely to be appreciated. The custom has been carried so far and people get such a number that they are inclined to place little value upon them. They do not know the amount they cost the merchant and do not appreciate that each time he hands one out he is giving away real money. In fact, there are merchants who give calendars not because they expect to gain much by so doing but rather because people expect it of them, and they want to keep pace with the crowd.

There are many methods of distribution. The less value the merchant places upon his gift to the customer the less the customer will think of it. The one big idea should be to dispel the idea from the mind of the public that calendars cost nothing and that stores are seeking to give away as many as possible. If the customer can be impressed with the idea that the gift is one of value it will be appreciated the more.

It is this idea of impressing the public that has led to radical changes in calendar styles during the past few years. Many of those which are now distributed are real works of art and are a credit to the printing craft. Calendars are made more artistic to impress the public; this means a greater cost and the necessity for discrimination in distribution.

A Calendar Register.

One of the best suggestion that has been offered to the merchant to give the desired impression to the customer and at the same time gain other advantages is to open a calendar register. The merchant advertises that his register will be open up to a certain time, say the 10th of December, and that he will arrange for a calendar for all sending in their names. The announcement can be made more impressive by a reference to the artistic features of the calendar with a short description and the name of the artist these descriptions are usually given by the manufacturers. Even a better impression can be gained by intimating that the expense of the calendar is such that it is necessary to gauge the number required and that the order will be placed according to the number of names sent in.

Thus we have the customer impressed with the gift the merchant is to make him; we have him interested and looking forward to receiving it. Of course, the order probably is placed long before any reference is made to the registration of names, but the customer need not know this.

Then the advantages are more than the impression given. The merchant is in a position to refuse giving calendars to everyone asking for them. He can merely state that he only made arrangements to give to those whose names he had received. At the same time he can probably make a good friend of another customer by handing over one of his souvenirs with the explanation that he happened to have a few over and had reserved one for this particular person, despite the fact that his or her name had not been sent in.

Another advantage is that the persons desiring calendars—the system need not apply only to regular customers—come to the store to give their names and they also have to come again when the delivery is made. This can be arranged by setting a date when the register is closed or by sending out advice by card when the shipment is received. Two visits to the store at the holiday season by persons, who must consider that they are receiving a favor from the merchant because they are getting something asked for, are likely to result in business.

Some Other Methods.

There are a number of other methods which can be employed to the same end —impressing upon the people the value of the calendar. Some merchants have adopted the policy of only giving calendars on certain days and then when a purchase of 50c or $1 is made. This gets the distribution through largely at one time, and also brings business. The merchant also is able to gauge the value of his calendar appropriation in this manner.

Where the calendars are mailed there should be a letter of good wishes accompanying, but this is not a good method for the retailer to pursue, for the oftener he can get the people into his store the better.

When registration is not asked and another advantage of the method might be mentioned in that it results in a valuable list of names for the retailer for mailing advertising material it is advisable to send out an announcement stating that arrangements have been made to present a certain calendar, of which a description should be given, and expressing an invitation to call and secure one.

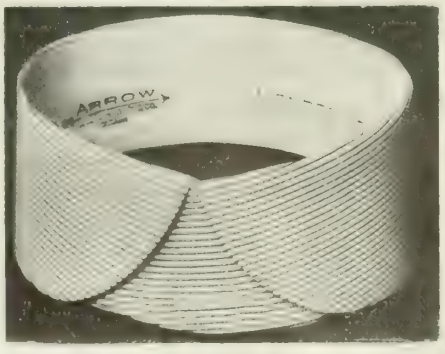
OUR CALENDAR FOR 1915.

Believing that our customers will appreciate a calendar which is at the same time a high-class work of art, we have this year arranged with one of the biggest producing firms in the country to supply us with a limited number of that beautiful work of (name of artist) the (title of picture).

Owing to the expense we have undertaken, and so that we may not be called upon to supply a number that would entail too much of a financial burden, we have arranged to open a register, and will reserve a copy for each person leaving their name with us before the 15th of December.

We wish to our many customers a happy holiday season.

DAVID HENDERSON & SON,
Main Street.



Colored collar, black stripes, with unusually pronounced cutaway in front. Shown by Cluett, Peabody & Co.

Prize List Drawn Up for C.A.D.M. 1915 Contest

Special Class of "Sweepstakes" for Best Three Selling or Merchandise Windows—Smaller Places Benefit by Changes in Classes —The Review's Loving Cup Again on the List.

THE Executive Committee of the Canadian Association of Display Men are not wasting any time in getting to work on the plan for the Fourth Annual Convention, which will be held at the Hotel Waldorf Astoria in New York City, on August 2nd, 3rd, 4th, and 5th of next year. A preliminary announcement appeared in "The Review" a few weeks ago from the New York representatives of the Association, in which details were given of certain plans that had been made for the program and the reception of the Canadian members at next year's Convention. These plans were heartily endorsed by the Executive, at a meeting held in Toronto on Monday, November 9th.

It might be well to point out here that the New York arrangement has been made with the idea of giving the Canadian members an opportunity not only of enjoying the International program, but also of taking advantage of the opportunity of seeing the New York stores, and meeting the window trimmers from a large number of the cities of the United States. At that Convention the annual competition will be held as usual along the same lines as have been during the past three years with separate prizes to Canadian members, both in window trimming, advertising, and card writing. In addition there will be business sessions in which the affairs of the Canadian Association will be handled by the Canadian members themselves. The members, however, of the Canadian Association, will have the privilege of attending all the meetings of the International Association and hearing and seeing all the papers and demonstrations that will be presented in the four days' Convention.

Greater Prominence to Sales Windows.

The Executive Committee at the meeting held in the second week in November, decided upon two changes in the list of prize contests, one of which will give more chance to the window trimmer in the smaller towns and cities than possibly he had felt was given him in previous programs, while the second will give greater prominence to the idea of sales or merchandising windows in connection with the competition. In former programs the prize list was divided up, so as to place all window trimmers in towns and cities of under 50,000 in the same class. It has been amended and under the new program prizes will be given for windows in places of under 4,000, others for places between 4,000 and 10,000, still a third class of places between 10,000 and 20,000, fourth class between 20,000 and 50,000, and all places over 50,000 will be grouped in one class. In each case the prizes will consist of a gold and silver medal. Another change in connection with the classification is to include in the list of available windows, not only opening or special displays, but also merchandising windows. It was thought that sufficient attention had not been given to this in the competitions on previous occasions. In addition to the nine regular classes that have been partially outlined above, including The Review's "Loving Cup," it was decided to make a special class to refer to all merchandizing windows, in which no difference will be made in the size of the place, but all will be grouped together. For this special class three medals will be given, and an effort will be made to induce the merchants of Canada to make some contribution for this class with the idea that it will stimulate the class of window in which they are naturally most interested, that is, windows that sell the merchandise. Indeed the aim of the association in future will be to give greater prominence to this class of windows, while not neglecting the more artistic side in opening windows or those devoted to special occasions.

THE PRIZE LIST

THE following is the list of prizes that are offered by the Canadian association of display men for the Fourth Annual Competition in window dressing, advertising and card-writing for next year:

WINDOW DRESSING:

Class 1—Annual Grand Prize—Silver Loving Cup, suitably engraved for the best six displays, original window and unit trims photographed, submitted by contestants during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

Class 2—For holiday, opening or merchandising windows, open to all trimmers in places up to 4,000 —1st prize, gold medal; 2nd prize, silver medal.

Class 3—With the same conditions, open to window trimmers in places of 4,000 to 10,000 population — 1st prize, gold medal; 2nd prize, silver medal.

Class 4—Open to window trimmers in places of 10,000 to 20,000 population—1st prize, gold medal, 2nd prize, silver medal.

Class 5—Open to window trimmers in places from 20,000 to 50,000 population—1st prize, gold medal; 2nd prize, silver medal.

Class 6—Open to window trimmers in places from 50,000 population and over—1st prize, gold medal; 2nd prize, silver medal.

Class 7—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal. For best full-form drape.

Class 8—Open to all window trimmers in Canada—1st prize, gold medal; 2nd prize, silver medal, for most effective window arrangement of women's ready-to-wear garments. Medals donated by Acton Publishing Co.

Class 9—Men's Wear windows, open to men's wear trimmers in Canada —1st prize, gold medal; 2nd prize, silver medal. For best men's wear unit and furnishing tables, or windows dressed, showing arrangement of units in completed trim.

Class 10—Special prize for best merchandising window — 1st prize, gold medal; 2nd prize, silver medal; third prize, bronze medal. Open to all window trimmers in Canada.

CARD-WRITING CONTEST:

Class 1—1st prize, gold medal; 2nd prize, silver medal. For the six most artistic pen or brush-lettered cards, used for opening or special announcements.

Class 2—1st prize, silver medal. For the six best plain-lettered price cards, used to indicate the price of merchandise.

ADVERTISING CONTEST:

1st prize, gold medal; 2nd prize, silver medal. Awarded for the best all-round advertising, including general publicity, opening and sale announcements.

Striking, Original Christmas Backgrounds

Unusual Designs Submitted That Are Adaptable to Little or Great Expense — Ideas That Fit in With Advances in Window Trimming—Trim for Posts That Harmonizes With the Window.

Prepared for The Review by G. A. Smith.

Treatment of Post

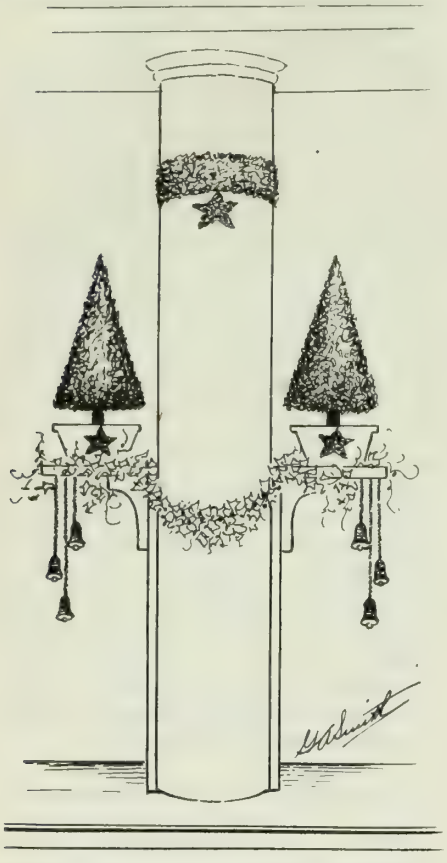


Fig. No. 1.—Presents a striking post treatment for the interior of a store and one that goes hand in hand with the design shown in figure No. 2.

First construct two uprights cut from 2 x 2-inch lumber, adding brackets to top of same as shown in illustration. The brackets, you will notice support a small plaque made from one-inch lumber over which a small pine tree is placed. The tree is made in conical shape and can be made from wire or thin wooden strips around which roping is wound. The trunk of tree is made from a curtain pole and wrapped with tailor's mending tissue to produce the desired finish. The box in which the tree rests is embellished with a star made with a stencil or one of the new effects that has recently been placed on the market. Bells and roping attached to the bracket is also a new material. The bells being in red with a green rim. Small red tappers are also shown thereon. The roping is the new Japanese roping which comes in red or green and in two sizes.

Draped from bracket to bracket across the face of the post is a festooning of holly. A band made from roping is placed around the top of post within eighteen or twenty-four inches from the beam. This is also additionally embellished through the use of one of the stars.

IN present-day window display work, it is noticeable that Simplicity is the prevailing idea used by every prominent store. This style of treatment is not only used in the arrangement of the merchandise, but also in the settings made to accompany the display.

This treatment for simple displays has been for several years trying to work its way toward recognition, but it is only of late that it has become more generally adopted.

One will notice windows which have been treated in the old-style manner. These windows are very often put in by display men who have not been progressive enough to keep up with present-day methods. The display man who is so fortunate as to be employed by an up-to-date, broad-minded concern, can very easily persuade them as to what kind of displays are being used at the present time and also that it is practical to keep abreast or ahead of other firms in display work. The firm will very quickly form the opinion that he is interested in their behalf and will help him along towards that end. His ability will also be recognized in the way of drawing more customers to the store through the show window, and in this way he will be able to demand a larger salary.

Old-style methods have had their day and no doubt were very effective, but they will no longer be tolerated in the store of the average merchant to-day. Window dressing, as everything else, must advance with the times and improvements are always in order. In fact, the improvements in window trimming have been more noticeable and are far in advance of any other department of commercialism.

It is not so long ago that settings consisting of colored scrolls, gaudy scenic paintings, mechanical displays and a mixture of artificial foliage, were considered good enough for the public, but the public in general is becoming more educated in that respect and they will pass by a window of that kind nowadays and call it junky.

The settings most approved at the present time are vastly different from the ones described above and indicate how tastes have changed in this respect. Their simple yet graceful lines have a tone and character that is very pleasing to the eye and, as a rule, they carry out a decorative scheme that brings out the merchandise to the best possible advertising advantage. The colors also that are introduced as decorative features are quite in harmony with the whole window scheme, merchandise and event.

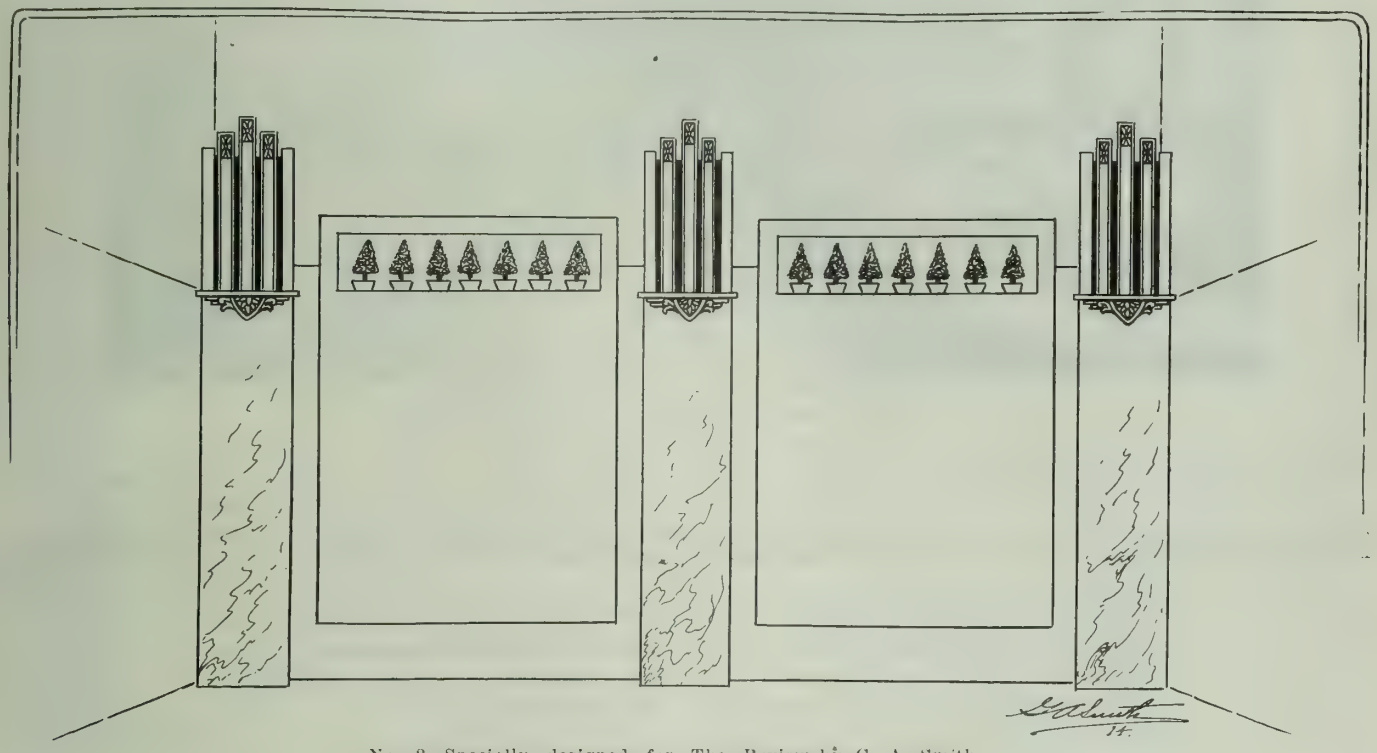
Everything that goes into the window is to-day given careful consideration with the idea that there is to be nothing to mar the effect of the goods on display. Every necessary precaution is taken to make the finished display pleasing, artistic and practical. This could never be done with the old-fashioned method which was largely based on guesswork.

Good results can be accomplished by being constantly on the lookout to see what other progressive display managers and firms are doing, and by combining these with your own ideas, some wonderful results can be brought about. The display manager of to-day is not the "I know it all" kind. He realizes that he can never know it all and is glad to take advantage of the smallest hint of how to improve his displays. He should make it a point to read all magazines possible on display management that he can get hold of, to study the different periods of architecture and work out designs which can be applied to his work.

Both timely and appropriate helps to our readers are shown in the accompanying sketches illustrating a window setting and a post decoration for the approaching holiday season. These settings illustrate what can be accomplished by the use of the new products especially prepared for this purpose and combined with the proper motifs and up-to-the-minute ideas.

By combining the various motifs with the general setting along the lines shown in the drawings, the result will not only be pleasing, but very practical at the same time.

Unusual Window Background Design for Christmas



No. 2—Specially designed for The Review by G. A. Smith.

Fig. No. 2.—The entire framework of this setting is constructed from seven-eights inch soft pine or cypress lumber over which a covering or composition board is applied.

In constructing the three panels I would advise making these from a very wide piece of seven-eights inch lumber, sawing out the top as illustrated. This is then treated to a coat of alabastine in greenish metallic tints, the lower portion being covered with imitation onyx or marble paper of a corresponding shade.

The embellishment shown at the bottom of the three small uprights can be made with the use of one-inch strips combined with a plaster or wood ornament, the tops of three uprights being embellished with a wood or plaster ornament of the same metallic shade. The lines can be painted on with a brush or stencil. A stencil can also be substituted for the plaster ornaments if you find it necessary.

Connecting the panels is a wide sectional design which is cut from composition board and treated to a coat of alabastine to harmonize with the panels, the outline of same being made by painting a narrow strip on same with metallic paint. A little pine tree effect can be stencilled thereon or an opening can be left in the top and a small shelf made thereon to support small trees secured from the toy department. In this case be sure and back them up with a contrasting material.

This design is of a very unusual nature and one that is very conservative, though it can be adapted and used in every store. The expense of same can be large or small, just as you see fit and according to the amount of appropriation you have for this occasion.

Appropriate foliage can be added in the corners, also in bases as you see fit.

A big department store as lighted by the indirect system.

Lighting Store's Interior to Avoid Sharp Shadows

Introduction Into Bulb of Inert Gas Prevents Blackening and Increases Brilliancy—Indirect or Semi-Indirect Systems Under High Efficiency Lamps—More Attractive to Customer and Enables Sales Force to Work at Greater Efficiency.

Third of Series for The Review by A. J. Edgell.

IT is generally accepted as a fact that good lighting aids selling. The sales force is more alert and customers more receptive in a well-lighted department. The installation of improved lighting has frequently turned waste spaces of stores into profit-producing sections.

A few years back but little business was transacted during the hours when artificial light was the sole illuminant. The department store whose location was such that daylight could be had was able to make much capital of the fact. The poor quality of the light given by the electric lamps of those days was responsible for this condition.

The efforts of many scientists and inventors have been directed toward producing light of a better quality, and as a result of these efforts the science of illumination has made tremendous strides. The improvement in lamps and equipment has enabled the merchant who cannot obtain daylight to compete with his more fortunate neighbor.

Prefer Electric to Sunlight.

The newest lamps emit a light that is exceptionally pleasing to the eye, and the appearance of the store under this light is more attractive than it would be under daylight, and in some stores heavy curtains and draperies are hung before the windows to exclude daylight when it is available in order to take advantage of the warm, cheerful glow of present-day artificial lighting.

The new high-efficiency Mazda lamp, as it is called, operates at an efficiency 33 per cent. greater than has ever before been possible with an incandescent lamp for standard lighting circuits; in other words, it gives one-third more light for the same current consumption than the next best incandescent lamp.

One feature which makes this lamp especially valuable for the lighting of store interiors is that it is made in large sizes, the one thousand watt lamp giving a light of over 1,800 candlepower.

It is interesting to note that, in spite of the 35 years intervening since the invention of the incandescent lamp, the present type does not differ in an essential characteristic from the original design, and the latest improvements have not changed its appearance or shape in any way, as the accompanying cut shows. The lamp is compact and so sturdy that it is not affected by vibration or the ordinary shocks incident to service.

The color of light emitted by the high-efficiency Mazda lamp has made it very popular with merchants for interior illumination. The color is much improved over that of previous lamps, as merchandise appears more nearly its true color. For absolute daylight color value, for use where it is desired to match delicate shades, a color-matching booth is available.

Burning at Higher Temperature.

The intense brilliancy of the light given by these lamps is caused by the filament burning at a higher temperature than was the case in previous lamps. This high temperature is made possible by the introduction into the bulb of an inert gas which prevents the blackening of that part of the lamp bulb through which the useful rays must pass, the blackening of the bulb having been the limiting feature in the earlier types of Mazda lamps in which the filaments operated in a vacuum.

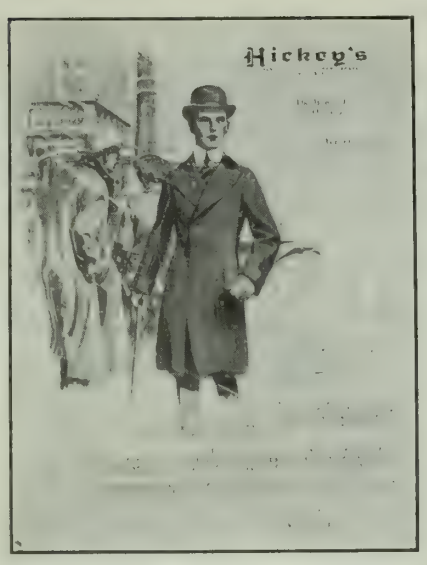
These lamps may be had in sizes ranging from 200 to 1,000 watts, so that lamps may be selected of the proper candlepower to furnish illumination of any required intensity.

Because of the intense brilliancy of the filament, it is essential that these lamps be used with diffusing glassware or reflectors of the indirect or semi-indirect types. While the size of bulbs has not been changed to any great extent and the lamps may be used with the same opalescent balls and bowl types of semi-indirect reflectors with which the former Mazda lamps were equipped, the shape of the filament and its position in relation to these reflectors is such that radical changes in distribution of the light may be produced, and units which formerly evenly distributed the illumination will be found to give too much light immediately beneath the lamps, etc. Better results will, therefore, be attained by the use of reflector equipment especially designed for the new type of lamp, a large variety of which is not available. Lamps up to and including the 300 watt are regularly supplied with standard medium screw base which makes them suitable for any ordinary socket; the 400 watt and larger have the mogul screw base, for which the larger size of socket is required.

No Sharp Shadows.

The photograph here shows the interior of a large department store in New York city lighted with indirect fixtures and the new high-efficiency lamps. It can be readily seen from the picture how wonderful are the light-giving properties of this type of lamp. The light is first reflected from the bowl to the ceiling and thence diffused downward, giving a soft, uniform illumination. The light sources are not visible and shopping may be done without the discomfort attendant when the glare that often accompanies poor lighting is present. Note the absence of any sharply defined shadows and the clearness with which each detail stands out under this illumination. The store lighted in this manner is attractive to the customer and enables the sales people to work at greater efficiency.

Either of these types is very desirable and both are in extensive use. The lamps used in the second installation are smaller than in the case of the first. The excessively high ceiling in the first photograph requires the use of a large lighting unit in order that the illumination at the counter level may be of sufficient intensity. Then, too, the general practice is to have the lighting on the street floor of a higher intensity than that on the upper floors where less traffic occurs.



Part of a four-page announcement of Hickey's sent out to customers for "Overcoat Week."

Larger Units for Dark Walls.

When dark fixtures and walls are present or the goods themselves are dark, as in the case of outer garment, rug and carpet departments, etc., larger lighting units must be used to produce a good effect than where light cases and goods are the rule. The reason for this is that dark surfaces absorb a considerable portion of the light while light cases and goods reflect it. Keeping the ceiling clean and white adds greatly to the efficiency of the lighting.

All lighting fixtures should be well dusted frequently and taken down and washed at stated at intervals; otherwise much of the light is lost through the accumulation of dust and dirt on the reflecting surfaces or exteriors of balls and bowls.

There is little reason for a merchant to be without good lighting when such efficient equipment can be had and so much depends upon well-lighted store interiors.

Prize List for C.A.D.M. Contest

(Continued from page 75.)

In connection with the draping competition it was felt that a change in the conditions should be made. The rule for last year read: A prize "for the best grouping or drapes." It was felt that as the full figure drape is the object to which most window trimmers aim and the one which is most necessary in window trimming, that a prize should be limited to this rather than throwing it open to any kind of drapes.

A suggestion was made that some form of competition should be arranged between the window dressers of Canada and the United States. This would come up at the Annual Convention when the two bodies would meet. The plan mentioned was to have two prizes, probably in the form of medals, given for the best showing of windows open to the window trimmers of both countries. It was felt, however, that competition with the large cities, such as New York, Chicago, Philadelphia, Boston, etc., might not be considered as quite fair to some of the Canadian men, so efforts may be made to have competition limited to cities of the United States, which are of about the same population as those of Canada. Possibly an arrangement may be made by which cities of 50,000 or 100,000 and over will be regarded as in one class, and cities of under this population constitute another. The prizes then would be awarded to the best trims entered in the general competition of the International and the Canadian associations, from places whose population corresponded to these two classes. The members of the executive, following the meeting, made arrangements for the making of the medals, gold and silver, which had been won as prizes at the late competition.

Six Cards Instead of One.

At the suggestion of the judges in the card writing competition it was decided to change the terms to read for the "six" most artistic pen or black lettered cards used for opening or special announcements, first, gold medal; second prize, silver medal. Class 2 for the best six plain lettered price cards. In the last competition the judges pointed out that a single card was eligible for the prize, and they felt that it should be changed in order to give more variety to the entries sent in.

A letter was received by the president from one of the younger members of the association, and a most energetic member of the executive, Mr. Roy Root, of Napanee. Mr. Root suggested that the members should write personally and testify to the benefits they had received at the various conventions. He thought that in this way the interest would be stimulated, and the attendance at the conventions would be increased. Another suggestion of Mr. Root's, which the executive decided to follow up, was that a campaign among the merchants of Canada should be started for membership, and that a list of the members should be published from time to time in the columns of The Review. The executive decided to endeavor to secure the membership co-operation of retail merchants in Canada if possible, feeling that if they took sufficient interest in the organization to become members that they would assist their window trimmers and ad. men to attend more than has been done in the past.

MENS CLOTHING AND FURNISHINGS

NOVEMBER, 1914

Feature Usefulness of Gifts

AT NO time for many years past has it been so incumbent on the merchant to play up the practical side of gift making as during the present season. People are in a strange mood; one in which most of the former element of "pride" has disappeared. They let their servants go because, frankly, they say they cannot afford to keep them. The men are not ashamed to be seen buying 15 cent lunches in a cafeteria where they co-operate in labor-saving devices for the proprietor with a doubtful increase to themselves of the size of the helping of pudding or the slice of pie. The women are ready to wear last winter's suit, and ready (almost) to return last winter's hat. It has become so fashionable to plead poverty that some have begun even to glory in it.

The merchant, however, must meet the public in the mood they are in, much of it legitimate, much forced and needlessly hurtful,—and play up the economical and useful side of his wares. Luxuries and novelties that obviously will have a short life will not be as strong inducements as usual. The most ordinary articles can be brought forward and stamped as suitable Christmas goods, provided you add a touch of adornment that will take them away from their accustomed surroundings. Tell the public your store on tables, counters, ledges, any place you can find and label every one with the price, and have as many price tickets as your long-suffering card-writer can supply you with. You need no apology for associating the gift with the price.

Provincial Licenses Exeunt

ONE of the most important decisions in Canadian matters of recent years has been given by the Judicial Committee of the Privy Council. For years the extra-provincial licensing laws of the various provinces have caused annoyance to business firms all over Canada. A Dominion charter did not change the situation any, some of the provinces, such as Ontario, New Brunswick and Manitoba granting licenses to Dominion companies for example only as a matter of discretion. By the decision handed down this week a company having a Dominion charter can do business without further license in any province of the Dominion. Hitherto a company which did not take the trouble to take out a license in every individual province might find that it could not collect its accounts in that province. As the licensing fees in most cases were practically the same as the cost of getting a Dominion charter the total cost was considerable before legal status in all provinces was obtainable. There were also certain formalities in the various provinces in the way of reports and the like which often made it hard for a company to know just what was its position. In British Columbia for example, a Dominion company was supposed to have a separate head office for the province as well as a resident attorney. These licensing laws were, moreover, a special tax on limited companies as partnerships were not included in their scope. Often the fees chargeable in the various provinces were estimated on the whole authorized capital whether paid-up or not and whether all used in the province or not.

The recent decision will promote inter-provincial trade and will make the procedure much simpler. Incidentally the decision cuts off materially the revenues of the provinces, all of which, with the exception of Prince Edward Island, had extra-provincial licensing laws. The decision as such, however, does not prevent the provinces from taxing corporations and the provinces may overcome this aspect of the decision by changes in their tax laws. Many of the annoyances, however, of doing inter-provincial business are done away with by the decision.

Editorial Briefs

PERCALES ARE BEING used extensively in the making of colored collars at the present time. These collars in solid tones should be worn with shirts and cravats of harmonizing colors.

• • •

IF YOU CAN offer toys at similar prices to last year, see that the mothers are told. They won't miss buying this year, and if they are sure of fair prices in your store they will have no fears about looking over your stocks.

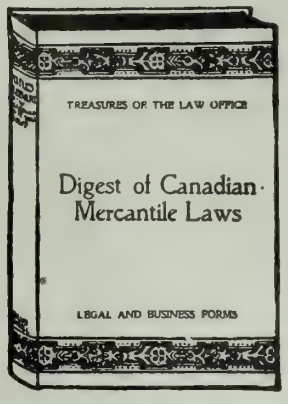
• • •

GET INTO YOUR Christmas publicity early. Decide what departments it will pay you to enlarge, and squeeze the less paying ones into as small a compass as you can. And keep in mind a Christmas "bazaar" this year.

A BOOK THAT SAVES MONEY

"Digest of the Mercantile Laws of Canada"

A READY REFERENCE FOR BUSINESS MEN AND THEIR ASSISTANTS. A GUIDE TO THEIR DAILY BUSINESS



IN RENTING A STORE, PROCURING A LOAN OR COLLECTING A DEBT, THIS BOOK WILL SAVE YOU MANY DOLLARS

No work ever published in Canada equals it for business men. A veritable consulting library on this one line so universally needed. Based on Dominion and Provincial Statutes and Court Decisions. Indorsed by barristers, sheriffs, magistrates and conveyancers.

Below appears a few of the questions it answers. These are picked out at random from the book.

If you endorse a cheque which bank cashes, are you liable to the bank for the amount, if the cheque were forged or raised?—173.

(The figures after each question refer to the section in the "Digest" which gives the answer.)

Can Interest written "one per cent. per month" in a note be collected by "legal process?"—See sections 345, 185.

In going security on a note, what is the difference between writing your name on the face of the paper or on the back?—171.

Why is it that a verbal agreement to buy real estate with, say $100 paid down "to bind the bargain," does not bind either seller or buyer?—451.

If a proposition is made to you by letter and you accept it by letter, do you know the exact time when the contract is closed?—39.

How many years does it take a promissory note, a book account, a judgment or a legacy to outlaw in your province?—356, 359, 360, 367.

How long may the drawee legally hold a draft for acceptance?—209.

If a man, in the presence of a witness, makes a verbal agreement to buy a wagon, say for $53, but does not take possession of it, will the sale be binding?—500.

What effect has it on a will if only one person signs it as a witness?—815.

If the wife or husband of a legatee signs the will as a witness, what is the effect?—816.

"A," in paying off a Mortgage, gave mortgagee a marked cheque on which was written: "This cheque is given and received as a full settlement and discharge of Mortgage No.———." Is that a legal discharge?—410.

If a person goes with his hired man to a merchant and says: "Give this man the goods he may need up to," say "$15, and if he does not pay you," say, "within thirty days, I will," will the promise bind him?—110.

If stolen goods are sold to an innocent purchaser for value, can they be taken from him?—513.

How may a person legally add "& Co." to his name, or use any special name other than his own as a firm name, without having a partner?—694.

"B" claims that the Canadian Bills of Ex. Act allows him two days, in addition to the day of presentment, to accept a sight draft, and then three days of grace in which to pay it—six days in all. Is he right?—209, 217.

If you rent a property for a year, the rent payable monthly, and remain on after the year expires, are you a yearly or a monthly tenant?—580, 608.

Can you garnishee a debtor's money deposited in a bank if you know it is there?—885, 295.

Forwarded direct post free on receipt of price.

Keep the book ten days, and if it is not worth the price, return it and get your money back. If remitting by cheque make same payable at par, Toronto. **Eastern Edition, Price, $2.00.**

THE MACLEAN PUBLISHING CO. LTD.

Montreal Toronto Winnipeg

BOOK DEPARTMENT

143-153 University Ave., TORONTO

"BLACK PRINCE"

The Workingman's Shirt of High Quality

The Black Prince is made of a fleece-back serge which is made specially for this shirt and confined to us by the manufacturers.

The Black Prince is the *only* shirt of this high quality.

The shirt is cut on big lines—plenty of length—long sleeves —roomy armholes—and the color is *fast black*—the color will not fade out, wash out, nor even boil out.

The Black Prince is the kind of shirt the workingman is glad to buy. The Black Prince has the *quality*—and it is *maintained*—the Black Prince label identifies the best in workingmen's shirts.

Ask your wholesaler for prices and samples.

The Canadian Converters' Co. Limited.
Montreal

MEN'S WEAR REVIEW.

Suggested Trim for January Showing of Evening Wear

This window of the Cambridge Clothes Shop, Toronto, was trimmed for The Review by R. C. MacDonald. This contains many excellent ideas for the New Year season, when men's wear trims pay best. A full description of each article in the lay-out will be found inside.

DECEMBER : : 1914

THE MACLEAN PUBLISHING COMPANY LIMITED

PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO

SUBSCRIPTION PRICE $1.00 A YEAR

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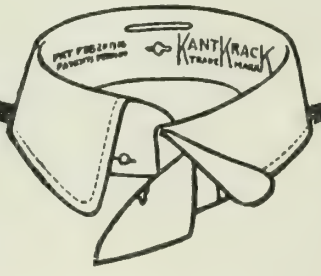
"ONE GRADE ONLY"

Fact No. 4

Concerning "KANT KRACK"

"—AND THAT THE BEST"



The only collar with the flexible lip, which doubles its service

You have no doubt noticed that many linen collars break at the point of the fold in the front. You can quite readily understand then why this condition would prove a greater drawback in the stiff waterproof collars and why KANT KRACK collars wear twice as long as others, since in them this fault is permanently corrected by the attached flexible lip. Though this lip is a third heavier than the rest of the collar it is very flexible, because it is so constructed (covered by Canadian patents) that no strain whatever comes on the front fold.

This feature along with the many other KANT KRACK features—the long, slit back, reinforced back buttonhole, etc., makes these collars the best paying line to handle. Resolve to handle only KANT KRACK in 1915.

To the dry goods trade:—We wish you many happy returns of the New Year and a flowing-over measure of prosperity.

Order your stock now—we sell direct to the trade.

The Parsons *and* Parsons Canadian Co.

HAMILTON, CANADA

Cash in on the Popular Tendency

The tendency this year is to give presents that are useful, rather than the usual geegaws and frippery.

You won't need to look far for confirmation of this statement.

The Penmans line contains sensible gifts for every one, young and old, men, women, boys and girls. Useful, comfort-giving presents like hosiery, underwear and sweaters *will be sought.*

You are safe in stocking up heavily with Penmans lines in view of the popular movement, and the magic word "Penmans" will make the sale with the least effort on your part.

"Cash in on the popular tendency"

Penmans

HOSIERY UNDERWEAR SWEATERS

All Made in Canada by

PENMANS LIMITED - - - PARIS, ONT.

pen WARRANTED HIGH GRADE PENMAN'S Angle KNIT GOODS

Selling Point No. 11

Challenge Collars
are unequalled in value

A collar that is fully a third heavier than any other waterproof collar on the market to-day at the price, that is made of the first stock, handsomely finished, with exclusive features, such as free tie space and strong buttonholes, is the collar you should handle. Challenge Collars cost you $2.00 dozen. Made in various finishes and different styles.

Let us send samples.

Made in Canada for 25 years

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal.
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg.

The Best of Greetings to the Trade

The manufacturers of the popular Lion Brand Boys' Clothing wish their many customers a Merry Xmas and a Happy, Prosperous New Year.

Let us get together early and plan to make your boys' clothing department a greater success than ever before. This can be done by seeing that every boy you clothe wears a Lion Brand suit. They're splendid value—snappy styles, good materials; doubly reinforced elbows, knees and seat.

Write for catalogue.

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CLINTON, ONT.

Factories: — Clinton Goderich Exeter Zurich

"King George" Suspenders

Retail Price 50c.

Give Free Movement of Body and Shoulders

Easily the best value in Canada

Berlin Suspender Co., Ltd.
BERLIN ONTARIO

MEN'S WEAR REVIEW.

DECEMBER, 1914

Selling Methods for the Week Before Christmas

Points for the Men's Wear Salesman — Importance of Chatty Suggestion in Window Cards—Seasonable Display is Important —A Prognostication.

THAT well begun is half done is a maxim that applies to successful selling of articles for men's wear just as it does to any other line of business. But well begun is only half done—there is the other, and the latter half. Particularly is this true of the Christmas trade. The last week is the battle: the week before Christmas day itself.

It is an axiom that the public is all for gift-buying in the pre-Christmas week. Therefore regular lines are the harder to sell. The average shopper in the holiday season wants jewelry or other purchases as presents: he is not half so particular about suits and raincoats and boxes of hose and dress skirts. Moreover, unless a man is actually in need of those things the tendency is for him to shrug his shoulders and say: "Oh well, I have waited so long, I might as well wait till after New Year's, when the stores have bargains to offer." So that with the men's wear merchant the Christmas season is not a particularly attractive time to look forward to. Several stores told The Review that the week before Christmas was the worst season they had. They were, mainly, clothing stores only.

SPECIAL ATTENTION TO WINDOWS.

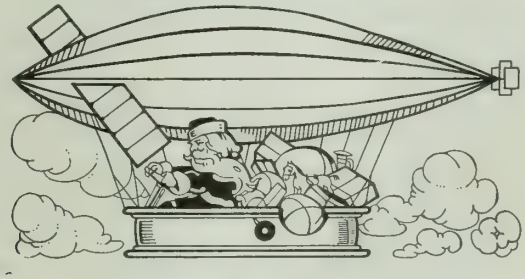
It is apparent therefore that men's wear stores have to offset the influences which make against a good trade. This may be done in several ways. Undoubtedly a great point is to dress the window well, and attractively to the public, paying special attention to the idea of impressing people with the notion that great things as you have in the window make a good Christmas present. No matter how indifferent we showed ourselves in the early weeks of December to the approaching Christmas season, we cannot resist the influence of the last week.

"Week before Christmas!" How commanding it is. Everybody rushes to buy presents that they have forgotten, and the stores reap the benefit. Therefore, see to it that the idea that what you offer in your window display is peculiarly appropriate for Christmas gifts is brought well out. Use "apt allusion's artful aid." The catchy, homely slogan or message often does the trick. A card in a store window caught my eye this morning. It said: *"Has he got a Silk Scarf?—if not, we can sell you one!"* The direct touch between that card and what the shopper is thinking of does the trick. The natural, logical sequence is apparent.

The shopper is looking for something to buy him. She sees the window, and she reads the card: "Has he got a silk scarf?"

"Why no," she thinks, "he hasn't."

She begins to consider its suitability as a gift suggestion, and she buys the silk scarf.



Regimental Ties Invaded the Montreal Field

Hard Hat Something Like the Taper Straw — Tweed Cap With Flaps That Fold in—Leather-Covered Cane With Umbrella—Japanese Lines Popular.

IN MONTREAL.

Neckwear in regimental colors.

Silk ties made to order.

Light tan, hand sewn, washable cape glove.

New type of tapes, hard hat.

Red snake wood canes.

Japanese dressing gown, with kimona sleeves.

MONTREAL, Dec. 14.—The men's furnishing field suffered a rude invasion early in December from nineteen different regimental colors in the form of neckwear. Merchants were a little shy of these loud colors, and purchased sparingly, but the demand was so good, there is little doubt that this will be a popular line for several weeks to come. They are being made in good silk, retailing around $1.50, although a cheaper line is probably on the market.

Classy Bands for Straws.

With the neckwear have arrived club hat-bands of the same silk, but merchants are more careful with these than they were with the ties. They can safely be delayed until Spring and Summer for the straws and light grey felts, on which they will look extremely classy. It is impossible to say which regiments are most popular. As a matter of fact, choice is governed by color rather than regiment. Some of the colors speak loud enough to drown any love for a particular regiment. However, the public never was in a better mood for receiving such colors.

* * *

TIES TO ORDER, $2.

Max Beauvais has something that appears to me to be novel. Even with a wide variety of the very latest designs, there are fastidious persons in this world who are not satisfied, but could be pleased if given the impression that a tie was being made specially for them. This succeeded very well in the case of shirts. The shirting was shown, measurements taken, and certain customers given eminent satisfaction. To meet the requirements of some of his clients, Max Beauvais is now carrying silk squares, of assorted patterns, each square having sufficient material for three ties. One tie may be ordered if desired. This costs two dollars.

These constitute the latest in neckwear. Grenadine silk, which has wonderful durability, is still enjoying a good sale. It is made in navy and white figured, Royal blue and figured, and red and white figured, and heliotrope. Some excellent four-in-hand club stripes, black and red, navy and white, are having a good sale at a dollar.

* * *

COLORED COLLARS, LESS CUTAWAY.

I suggested two months ago that colored collars were not likely to remain long. Nevertheless, these are being featured in the best stores, being the only novelties on the market. The volume of sales is not marked. The white turnover collar, with a deep V in the throat, is still enjoying a good demand. White collars with a pronounced cutaway seem to have had their day, and have given place to a cutaway less pronounced, the demand for which is considerable.

* * *

SWELL THINGS IN GLOVES.

In gloves the swellest thing being shown is a light tan hand-sewn washable cape, with white pearl button, and black points and stitching. Max Beauvais is introducing this, having had them made to his own pattern in England. They are worth two dollars. Heavy tan hand-sewn chamois gloves, with black points, are good sellers; also white chamois gloves, with plain and black backs. But the demand for the latter is not extra. Something very new are white dress gloves of perfumed kid, white and black silk points, pearl dome, and silk fourchettes. Heavy grey suede silk-lined gloves for business or dress enjoy fair demand.

Although the weather has not been very cold up to the end of the first week of December, on every cold day haberdashers were asked for woolen gloves, angora knit, in the usual shades selling well. A nice line made from llama wool, natural and grey, with one dome, are prospective sellers for the Winter.

* * *

WHITE MUSHROOMS STILL GOOD.

As many people expected, the day of the colored shirt with mushroom pleats has pretty well gone, few of the better class stores showing them now except of unusual design. They still retain a firm hold, however, for dress. With turnover soft cuffs, they are the only thing in demand judging from the records of several high-class stores. For everyday wear, a stiff front, with plain blue or narrow black stripes, with very short bosom and round at the base, is back again. It has been out of fashion for years.

A plain khaki flannel shirt, with military collar, two pockets with buttons, and soft turnover cuffs, is a favorite with the soldiers. Taffeta, with little new, is being shown for the Winter trade.

* * *

TAPER, SQUARE, HARD HAT.

In hats the newest thing in the retail stores is a taper, square crown, hard hat. It is peculiar in appearance, reminding one of something he has seen before. The taper effect came in in a straw hat last Summer. There is a boyish effect, however, which is secured from the roundness of the crown, which was missing in the straw. It is the best looking thing I have seen for some time, and a young man with a nice overcoat, a cane, and a stylish pair of gloves, will have some class if finished off with one of these hats.

* * *

CAP WITH FOLDING FLAPS.

A Canadian firm are in the field with a tweed cap having flaps which fold in when not used. Formerly these buttoned over the top in fine weather, and under the chin when stormy. It now comes down over the forehead, ears and back of neck. It is being made in chinchilla and English tweeds and sells for a dollar and a half. Whittle & Roman put these in their window early in December, and sold out of several lines in a very short period; which shows that the public consider them a nice line for Winter.

* * *

CANE-UMBRELLA.

The same store is showing a cane-umbrella. In England and the United States, a leather-covered cane has been very popular, and this cane-umbrella is something along the same line. In case of a shower the leather case can be folded and pushed into the pocket. Red snakewood cane is in demand now in the very best stores, worth $6. Malacca wood is popular with the soldiers, but ash, selling for a dollar to a dollar and a half, is the most popular cane.

(Continued on page 41.)

Patriotism in Styles May be Wise or Foolish

Scarves With Regimental Colors — Military Tendency in Clothes—Khaki Shirts for the Civilian Only Worn by Mr. Malaprop — New Ideas in Suits and Men's Wear Generally.

I SAW a model at the Cambridge Clothiers the other day that rather took my fancy. The coat has but one button, instead of the usual three, or two at least. It has a rather tightly shaped waist, and falls away in distinctly graceful lines, not too cut-away. The lapel is similar to a long Tuxedo roll, and the cloth being soft, hangs in an attractively neglige manner. But the vest is the thing. This has a lapel which, contrary to the models that have been in vogue for a season or two, is a soft roll. It is not jammed down on the vest, making it look rather impressed, but is just a sort of miniature coat lapel. The lapel is fairly large and wide, giving the equilateral triangular effect, which conduce to the appearance of broadness. It is not only in appearance that this vest rather interested me, but from a point of comfort also. It is known as the athletic vest. It has narrow shoulders and deep arm slides, which give lots of play to the arms and keep the shoulders from wrinkling. There is an outside breast pocket on the coat, and short, braided sleeves.

* * *

AN ATTRACTIVE OVERCOAT.

In the same store I was shown a model in an overcoat which is just being shown. This, too, has the narrow shoulder effect. It is cut with a plain back, and is along the tight side, differing radically from the Balmacaan, which has had such a long run. This coat has the split sleeve and deep arm-slide that I was talking about in the paragraph preceding this. The coat drapes very nicely from the shoulder. It has a medium fullness in the skirt. The idea is to get away from the looser styles which have been in vogue, largely demonstrated by the popularity of the Balmacaan, and to create a demand for the tighter fitting overcoat. I should mention that the lapel is broad and deep, lying well back across the chest. It is made of velvet.

* * *

KNITTED TIES STILL IN DEMAND.

I had a word with several houses as to the popularity or otherwise just now of the knitted tie. Some weks ago dealers seemed to think that the knitted tie was out of fashion. Talking to Aiken's and some other stores, I learned that the last month or so has refuted this impression. All sorts and conditions of knitted ties are well in demand. I saw a very nice thing in Aiken's in horizontal white bars upon a black background. The bars are narrow or wide, according to taste. Pale yellow and green combinations looked very attractive too.

One kind of knitted tie, however, sems to have been relegated to the limbo of forgotten things. I refer to the plain black. Two or three seasons ago, both in London and on this side, black knitted ties for all sorts of wear were "the thing." Nothing ever looked nicer, particularly when finished by a neat singletone pin. But now, I am told, the black knitted tie finds practically no purchasers except for mourning wear. It is a pity. Most men would look well in a black tie, and were safe in buying one, where very often their taste in colors was sadly wide of the mark.

In connection with the subject of neckwear, I saw a very new and pretty tie in Aiken's. It is a werner, made of Parisian silk, imported from London, where it has had and is having a large sale. The stripe effect, narrow diagonals, in pale shades, all sorts of combinations being used, makes a very attractive thing indeed.

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PATRIOTISM MISAPPLIED.

I heard a rather curious thing with regard to the tendency of men-folk to be influenced in dress by the military tendency nowadays. The Aiken store is featuring a well-made khaki shirt for officers and those who have put their patriotism on a practical basis. Many ordinary civilians have bought this shirt, however, so as to be in the fashion, just for lounge and ordinary wear. As the shirt is obviously for wear with uniform only, the man behind the counter is laughing up his sleeve at this instance of patriotism misapplied. A khaki shirt for business or afternoon wear would look as one salesman put it—"like the dickens."

Several houses are doing a good business in goods with the military stamp upon them. Canada is quick to follow London in this regard. There, ties, scarves, hose and other lines of men's wear display the British colors or those of the Belgians, French or Russians. A rather neat line of hose I happened to see which had just come over from London was a plain black with a clock terminating in a rosette of the Union Jack colors. It looked very effective .

IN TORONTO

Soft roll to vest.
A taking overcoat.
The triangular lapel.
An attractive new glove.
Striped collars, with ties to match, in great demand.
The disappearing Balmacaan
Knitted Ties Still Popular.

STRIPED COLLARS MUCH IN VOGUE.

Ever since Lord Haldane, three years ago, revived the striped collar, which was so much in vogue in the fifties, this style of linen has been very popular throughout England. At first it was chiefly in blue upon a white background, but now it has developed into a variety of shaded stripe. I saw a line of black pinwire stripes the other day in a King Street shop which looked distinctly neat. It was on a background of white. The all-colored collar has not much vogue among the better-dressed coterie, though some stores catering to the rank and file report a good business on this account. The tie to wear is, obviously, one of the same shade. A black stripe, not too pronounced, goes well with the black striped collar; blue stripe with the blue, and faint heliotrope with the collar corresponding. The popularity of this style of collar is growing father than waning. The shape which the long horizontal stripe suits best is more or less hollow, and well cut away so as to leave ample room for a big bow and flowing front to the tie. This cut of collar is very much easier to the neck than that which is cut almost perpendicularly.

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THE LATEST IN GLOVES.

The up-to-minute glove is a dark brown kid, which is hand-sewn and has buttons instead of domes. Domes are not fashionable this year. At least there is not the demand for them among the better dressers. This glove may be had in chamois, too. There are no points on the back. It is a quiet-looking touch of finish to the quietly, but well-dressed man.

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THE REGIMENTAL SCARF.

This promises to be a scarf year, but the thing which the man who wants to be a little better dressed than his fellows will go for is the all silk muffler made in various designs to suit a man's predilections for a certain regiment. I saw some

(Continued on page 44.)

The Soft Roll Coat and the Soft Roll Vest

These Will go Hand in Hand in Spring Model of Men's Suits—The Braided Sack Much in Favor—The Round or Straight Fronted Coat; Which?—Provision for College Boys to be More Particular—Morning-Coated Smartness for Men—General Advance Notes for the Well Dressed Man.

Written for The Review by P. Bellinger.*

WITH regard to the Spring styles in suits, we have our plans made. Some of the models we will feature are decidedly attractive, and get well away from the lines upon which suits have been running for the past season or two. Sack suits will be worn very much for business and general purposes, as usual. The dominating feature of the Spring models will be the soft roll front. Many models are to have patch pockets. Something quite new is that this feature is to be reproduced on the vest as well as the coat. Of course, this style of thing will appeal more particularly to the younger men and those who would be distinctly a la mode.

There is a tendency to revive the outside ticket pocket. This is a note beloved to Londoners, and the general English influence will likely next Spring make itself felt in this regard. Just how popular the outside ticket pocket will become is a question. But Some of the advance styles that I have seen distinctly appealed to me.

Round or Straight Fronts

Many of the newest English importations to be shown have the rounded fronts, whilst some two or three have the tendency towards the straight front. The round front is decidedly more conducive to the military effect which displays itself in the waisted coat. Natural shoulders, without padding, are very much in evidence, and undoubtedly the trend is towards this feature. The man who desires to be becomingly and well dressed will see in this narrow shoulder tendency an effect of precision and finish that the old square-built, padded shoulder never could reach.

Soft Roll to Vest.

Many styles of vest are shown. The majority have the new soft roll to correspond with the roll on the coat, whilst the shoulders of these are in many cases cut extremely narrow to allow of proper ease and comfort to the wearer of closely fitting clothes. Just how this line will take, fashion experts do not like to prophesy. It certainly is not for the man who must be careful with his clothes' appropriation, because to keep it shipshape will involve a good deal of pressing. The long roll either on the coat or the vest cannot be beaten, to my mind, when it is worn for the first half-dozen times, but the tendency when a thing is slack and unconfined is for it to become slacker and looser and give a too neglige appearance. But, as I say, the first appearance is distinctly smart. The old pressed lapel, particularly for men with a tendency to slimness, could never compete as far as appearance goes. The soft roll will, I think, retain its present place in the favor of most men.

Perfect Straight Lines in Trouserings.

The trousers will follow the English cut even more than previous seasons. They will have perfectly straight lines with a trend towards close fitting, shaping very closely to the hips so that they may be worn with a belt. In England, heretofore, the belt has never been worn by any class of men. Its use has been for sports only. The idea of using a belt instead of suspenders has never appealed to the average Englishman. I see, however, that some of the London fashion experts are speaking strongly for it now, and the military tendency will help to popularize it. A rather unique feature about the trousers for next Spring is that very often the belt will be made of the same cloth as the trouser itself. They will have cuff buttons, rather shorter than heretofore, so as to enable them to fall in graceful and comfortable lines over the shoe. This is a big point. The cuff idea is to be followed out in the coat again, too. Coats without these will have two or three cuff buttons on the sleeve, and a shorter vent.

Enter the Braided Coat.

The braided sack coat is at last coming into its own on this side the water. It is extremely smart for evening and visiting wear, when a man does not feel he wants the stiff-and-starchness of evening clothes. For young men, particularly, this style of coat is to be much in evidence this Spring. The cloths principally are grey cheviots, rather dark. The trousers have the very close grey or black and white alternating stripe, while the styles are those of the ordinary sack I have described. There is no doubt that this suit is a very attractive thing. It looks distinctly finished, and will probably command a good deal of popularity among the would-be Beau Brummels.

Clothes for the College Boy.

The increased tendency on the part of the college boy to develop into a young man at a very early age has made it imperative for the trade to give a good deal more attention to this line. In the past, styles for boys in their teens have not had much of the fashion experts' attention, because boys themselves have not concerned themselves very much about how they looked, so long as they felt pretty comfortable. Now, however, they are growing into young manhood so quickly that the best houses are putting out some very smart styles in their sizes. Spring will see special demonstrations of young men's models in the most up-to-date styles.

Morning Coats for Formal Wear.

Morning coats for evening and church occasions will retain and increase their popularity. Amongst older men there is still considerable fondness for the frock coat, but the trend towards morning-coated smartness is becoming each year more marked. The other details of a man's dress are conducing towards this end. Spats have become adopted by well-dressed men pretty generally, and in the main the et ceteras of dress are receiving greater attention along the line of being smart and chic. Most models for Spring wear shown in the morning coat are of the one or two-button style variety. A short waist effect and a long soft roll which gives very graceful lines to the wearer of the garment are the leading features. The whole is finished with a narrow braid or galoon binding.

Really good clothes were never as cheap as now. What effect the war will have upon prices after the New Year remains to be seen, but I am inclined to think that the man who can should buy now. A great many of the very best houses have some attractive sales, when the best in men's clothes could be bought cheaper than in years.

* Manager of Fashion Craft, Limited, Toronto.

Quiet Conservative Colors for Spring Overcoats

The War, With its Result of Many Deaths, Will Mean Mourning Note in Clothes — London Already Has Taken Note of This — Sacrificing Comfort to Style—Warmth Given up for Shapeliness —Some New Styles for the Spring.

THE outstanding feature of the styles for next Spring in overcoats is their color. In the opinion of Mr. Hickey of the firm of that name which does such a large business in overcoats in Toronto, there will be a general tendency to discard lighter colors for darker. This is the influence of the dark side of the war. Many people, even in Canada, will have relatives at the front, who may be killed. A wave of mourning will sweep over the country. Even now the movement has begun in London. Light browns and light greens and greys have given place to the darker shades in those colors, and to a big run on blacks and very dark greys. This, Mr. Hickey thinks, will be repeated in Canada.

Sacrificing Comfort.

Mr. Hickey had a significant thing to say about the trend this Winter, which will apply, he thinks, in next year's styles too. The average man is inclined to sacrifice everything to style. This year there are not nearly so many really heavy overcoats being worn, that is, for just ordinary business and street wear. Most overcoats that even look heavy on the outside have no lining, in order that the garment will retain all the perfection of close fitting. Heavier cloths, because their very bulk conduces somewhat to loose, ungainly appearance, have been sacrificed in favor of the cloth of thinner texture. Warmth, it seems, does not matter. Style is **the** thing.

Motoring coats and coats for driving purposes are, of course, another matter, and the above cannot be said to apply to them.

Changes in Overcoat Styles.

These are of vital importance to the man who would be **a la mode** The Balmacaan coat, so very much in vogue this last season, will be seen no more when Spring goods make their appearance, declares this authority. It has had a deservedly long run, for it is very popular, but it will be relegated by the well-dressed man to use on occasions when any loose and comfortable thing will do, rather than for times when smartness is pre-eminently to be wished for. The preference will be for the later models which feature the slip-on, among which two very smart models in the Fashion Craft store appealed very strongly to the writer. One had the shoulders cut very narrow, with a split sleeve substituted for the Raglan shoulder which was the strong point of the Balmacaan.

Another was a chic model which was well waisted, and had similar shoulders, with the additional interesting features of patch pockets, and an outside ticket pocket. The skirt was very loose and the whole garment was made absolutely without lining, except so far as the sleeves were concerned. The edges were double stitched, and the seams corresponded. The lapels on this and the preceding model—in fact, upon all the new overcoats—were wide and reached almost to the shoulder, forming a sort of equilateral triangle with the joining of the two lapels.

Single-breasted, close-fitting Chesterfields, to button through, in a variety of styles, are amongst the better class of goods. London reports quite a noticeable return to the heavy, double-breasted with a very broad lapel. Whether this will be taken up in Canada remains to be seen. The double-breasted coat is the coat for warmth, but the style does not predominate so much as in the single-breasted model.

Using Up Old Overcoats.

It seems to be the general opinion among many dealers that men will be shy on buying overcoats, even towards Christmas, much less for Spring wear. An overcoat is obviously an easier article of clothing to do without than a suit—that is, a new overcoat. Many men will no doubt economize by making their overcoat wear two seasons—if they have heretofore been accustomed to a new one each year, and where a man has had one light-weight and one heavy-weight overcoat each season, one will be made to do. That is—in a great many cases. However, things may be a good deal easier by Spring. Asquith says: "The war will not last as long as we at first thought," whatever that may mean.

"WE'LL BE A MOTHER TO YOU."

In the financial district of Montreal, there is a gents' furnishing and clothing store in the window of which is a ticket, which says: "We'll be a mother to you, and sew your buttons on." This brings the brokers in. They leave their coats, and have them sent to the office. No charge is made, except where a set is required for an overcoat, say. It has the effect of bringing men into the store, and undoubtedly means more business. In this same store all tickets bear a message beyond the mere statement of price. For instance, "Nice soft, warm coat" conveys an impression that counts. It is a store of ever-changing displays.

REGIMENTAL TIES INVADED MONTREAL FIELD.

(Continued from page 38.)

JAPANESE DRESSING GOWN.

Beauvais is displaying a Japanese dressing gown, with kimona sleeves, measuring 22 inches wide, half of which is sewn up and hangs down. The material is dark Scotch plaid towelling. The garment has a very low neck with the usual cord. In New York, people have gone crazy for Japanese styles, and these are being introduced here. Japanese pearl is being worn in the form of stickpins.

A mixture of grey silk and cashmere is a good seller in socks, while there is a good demand for merinos in assorted greys and tan stripe. Heavy woolen socks had not begun to sell at this date.

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BANDANA HANDKERCHIEFS.

Bandana handkerchiefs remain the only thing in high-class stores. Mufflers, measuring 19 inches wide by 60 inches long, and others half the width, are being offered at $7.50 and $3.50 respectively. They are made of foulard silk, with a long fringe composed of the various shades.

The young man with initiative is the man who does things differently.

* * *

It is in your own interest to watch the leaks of the store of your employer.

* * *

When you put your thinking cap on, you can see all sorts of improvements to be made.

The Temporary Passing of the Fancy Hose

The Fashion is All for Plain Blacks and Tans, Nowadays — Economy Dictates it—Mourning Tendency a Secondary Reason for Quiet Hose—The Retailer's Point of View and That of the Wholesaler.

By the Man About Town.

WHERE is the fancy hose of yesteryear? A year ago everybody was wearing fancy hose. You could take a walk up any street and see a jumble of color and pattern which had the spectrum beaten forty ways. There were reds, and blues, and yellows, and helios and whites. There were check hose and tartan hose. Hose with glaring clocks vied for prominence with zebra designs worked in half a hundred different shades and tints. Joseph's coat never had so many colors as the aggregate hose of the average twenty men you met on Yonge Street a year ago.

Well, where are they now? What has become of the fancy hose? I dropped into a dozen different stores in town, and for one pair of fancy colored hose that is being sold seven or eight or more of plain back and tan are leaving the shelf. And the general opinion of the retailer is that at present there is no sale for fancy hose. Department stores even cannot get rid of them unless they give them away practically. Temporarily, fancy hose is not in favor.

An Eternal Cycle.

There must be a reason. A retailer remarked to The Review that the real reason why the hoisery business, from his end of it, is so dull comparatively today, is simply that manufacturers and wholesalers are not providing the retailer with fancy lines. He says there are too many staples and urges that as a reason why business is not brisk. But the retailer, when he blames the manufacturer for not putting out fancy lines, only gets a step nearer the cause of the lack of fancy hosiery on his own shelves. The manufacturer does not make fancy lines, because he finds there is no demand from the public. The manufacturer, even more than the retailer, is the servant of the public. When the public pipes, he will dance to the tune. Business is an eternal cycle. From the retailer to the manufacturer is just the same distance as from the manufacturer to the retailer. The retailer cannot sell because he has not the stock from the manufacturer, and the manufacturer will not make because the retailer cannot sell.

The Public the Dictator.

The public does not want fancy hose just now. And the public is the dictator. Antony found that out when he started in to harangue the mob about his dead friend, Julius Caesar. Mobs very often have neither rhyme nor reason. But their sudden dislike of fancy hose is quite understandable.

First of all, it is not disputed that fancy hose do not wear as well as plain ones. It stands to sense there would not be the wear in them, because the manufacturer has to expend part of his outlay in dying and patterning. The plain black hose is just a plain black hose. No money is taken from the end of putting the quality and wearing power in it to provide the fancy color and the freakish pattern. Therefore, plain hosiery is a good deal more serviceable. And just now every penny counts. The man in the street does not want to spend a cent unnecessarily. Where a year ago he would buy half a dozen pairs of hose at once, he now buys three, and sees to it that they last as long as the six would other years. To do that, those three pairs must be as good as the six pairs a man would buy other years. To be as good, they must be plain; in other words, stylishness must be sacrificed these days to economy. In times of financial straits, the purchasing power of the public is greatly reduced. Yet, that same public has still to live; the difference is that it has to live with less money to do it. Economy is therefore the great watchword. Any retailer, in most lines, will tell you that nowadays customers are a great deal more anxious than formerly to get as much as they can for their money. They will spend longer shopping in order to save a few cents. It was not ever thus. But the times dictate the policy. "Autres temps, autres moeurs." Economy is the great watchword

The War's Influence.

Then, there is the factor of the war. The military influence alone would be on the side of more conservative styles, and plainer, more serviceable colors. Conservatism is the outstanding feature in nearly all lines of men's dress this year. Add to that conservative tendency the influence that mourning for the dead at the front will have, and you get subdued tones right throughout the whole make-up of the well dressed man this season. Already, colors in dress articles have disappeared in England. There has been so much mourning by those at home for the soldiers who went to the front and who will, alas, never come back that mourning has become the fashion—the fashion of a terrible necessity. This will undoubtedly be reflected in Canada. Canada's men will go to the front, and they will not all come back. There will be an era of mourning. So that, as well as from the viewpoint of economy, from that of necessity, too, fancy hose will continue to remain in the background.

The Retailer's Point of View.

Undoubtedly, fancy lines are a source of profit to the retailer. To begin with, their value from a display point of view is greater than that of plain black and tans. You can't feature black hose in a window and refer to it with any degree of truth as an attractive window display. The absence of fancy hose is bad for the retailer in this connection. But it is bad, too, from the point of view of profit. There is more profit to be made in the sale of fancy hose than there is in that of plain blacks and tans. They are known to the trade as better selling lines. They are a good deal easier to push. A man who comes into a store to buy some shirts very often finds that a range of hose, temptingly displayed, will take his fancy, and he will buy them. The color, the style, the pattern—all these catch his eye. But there is nothing attractive about plain black hose. The chance customer is never lured into spending money on them—when he goes in to buy other things.

And the Wholesaler Loses, Too.

Follow the thing back, and it is seen that if the retailer loses, so does the wholesaler. Wholesale houses will tell you that up to a year or less than that ago, orders from retail houses always included demands for fancy lines. The wholesaler could go to the buyer any day in the year with something new, in style, in color, in make-up, and the novelty of the thing would appeal to the retailer just as it does, a step further on, to the consumer. It seems to be pretty certain that the fancy hose is a good line for wholesaler and retailer alike.

(Continued on page 44.)

Dress, Vest and Tie Must Correspond

Is the Popularity of Evening Dress in Canada Growing?—Some Reasons for its More Frequent Use—The New Shape in Vests—Black Edge on Both Vest and Tie.

Written for The Review by H. E.

THAT the man in the street is taking up evening dress far more generally as the seasons pass is the opinion of a number of men prominent in the men's wear business in Canada. There is, however, a long way to go. The dress suit does not get its proper representation in Canadian life. In this country, where the average man has more surplus money than the average man in Great Britain, you will rarely see more than about a score or so of dress suits at a theatre. Men are willing to pay a dollar and a dollar and a half and more to see a show. Their women folk in the main, are in dress, and yet the average man who sits in the high-priced seats in the theatre does so in a lounge suit.

More at Concert Than Theatre.

Why? Why pay what is comparatively a good sum for a show and then not bother to dress for it? Evening dress for the theatre is undoubtedly **de rigeur.** Men concede that much. They confirm it by dressing in far greater numbers for a concert, for instance. I heard John McCormack the other night, and all around me was a dress-suited humanity. Yet at the theatre, I fell conspicuous in a dress or Tuxedo suit! It is an inconsistency hard to account for.

Fashion experts tell me, that Canada, in this regard, is in the throes of a struggle between the American and the English influence. They think that we are gradually getting more British in our clothes etiquette just as we are getting more British in our clothes styles. I think the dress habit for the theatre ought to be far more general here. In New York many men may be excused because they live so far from their office, and they can't get back to dinner and dress and reach the show in time. It is not so, however, with Toronto men. We have no widely-flung suburbs yet. The dress suit ought to be more general. And so, for that matter, ought the Tuxedo. The habit of dressing for dinner might well have a following amongst the class who are so keenly alive to the necessity of being **au fait** in other and often less important matters. And the wealthy class must lead in this crusade—if the general public are to take it up.

Corresponding Tie and Vest.

The big thing in dress wear for men this year is the corresponding material and color of the vest and the dress tie. The vest which has been widely adopted is a nice, soft roll style, of the "V" shape. The "U" shape has been discarded as being too precise, too harsh and hard in its lines, for in evening wear as in lounge attire everything is to point to looseness, to ease and a comfortable **negligee.** This vest has a thin black edge to the main body and the lapel alike. This edge should be very thin. The soft loose lapel is quite in contradiction to the flat single lapel which we have known for some time. That was too set, too orderly and sharply defined to look very comfortable.

The tie should be of the same material, a nice French cord, or white silk, and it should have a similar edge to that on the vest. The black tie has quite gone out of fashion—except for waiters!

The Mushroom Pleat.

While considerable latitude is allowed a man in the style and material of his dress shirt, it is pretty well ordained now that the pleated shirt is **the thing** for the man who would be well-dressed "from soup to nuts"—as one fasbion man colloquially puts it. The prettiest thing in this pleated shirt is the mushroom pleat, a very close perpendicular. A finishing touch is the thin black ribbon which hangs across from the right shoulder to the left pocket. It is facetiously supposed to have a monocle as the pendant, but in this country of democracy a watch is better. This black band is mighty effective. It gives the dash of contrast to the white expanse of shirt (always supposing that it is white).

The trousers have only one new feature of importance this year and that is a thinner braid, than heretofore.

Money Wasted Recklessly on Misfitting Hats

Hats and Shoes Are Man's Finishing Touches—Many Salesmen Are Ignorant of Giving Man Suitable Style — Copying John Jones a Mistake—Careful Study of Faces Essential.

Written for The Review by the Man About Town.

JUDGING by the number of men going around looking like guys, there must be a large number of incompetent hat salesmen in the gents furnishing stores of Canada," was remarked to me the other day. True, many of them are fine, respectable, almost good-looking citizens, who have been very unfortunate in their hat purchases, and would undergo a complete transformation if they only visited a good haberdasher, and came under the notice of a clerk who knew his business.

There are two things in which a man should be careful as regards his dress—his shoes and his hat. If he makes a mistake his headgear either resembles a pimple on a mountain, or gives one the impression of being pressed down by a large substance on his head. The shoes and headgear of a man are his finishing touches. Nothing disarranges a man's set-up so much, and nothing looks so ungainly as a badly-chosen hat. A young man may put on a swagger fifty dollar suit, may sport a cane, and carry a classy pair of gloves, but without the right hat, he lacks finish.

Blames An Ungainly Head.

It is an uncontestable fact, which can be observed by anyone with eyes, that money is wasted recklessly on hats. And nobody is more conscious of the defect than the man victim himself. He becomes so used to dissatisfaction; he accepts responsibility for the defect himself; he convinces himself that he was blessed with an ill-proportioned face, or an enormous head, or an ungainly figure. The average man hates to give trouble. He will purchase a hat even though it makes a guy of him rather than leave the store without making a purchase.

It is bad for him, and bad for the store. Both would be helped immensely if somebody could arrive and say: "That hat does not suit you; you'd better not buy one at all." Then the reputation of the store would be saved, though it would be much better to give him a hat to suit.

Use Brains to Sell.

Because it gives a man finish, the hat probably requires more brains and experience to sell than any other part of man's attire. It is salesmanship which requires careful study, study that cannot be learned from a book. Only experience can teach a man how to sell a hat—not experience in selling, but in satisfying. A large percentage of clerks on the arrival of a customer look only at the size of the man's head. It is indicated by the first question: "What size do you take, sir?" As a matter of fact, that is the first idea the customer gets into his head: "I want a hat that will fit."

Having decided that a hat somewhere around 6¾ is required, the question of price comes up. This is one of the points where the customer falls down. He takes price too much into consideration. With the man who has suffered misfits for years and years, price becomes a very secondary consideration, his only desire being to get a hat which will give satisfaction. The man who insists on paying no more than a dollar and a half for his hat is the man who usually gets a bad misfit.

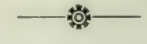
Forcing Misfit On Himself.

There is another class of customer who usually forces a misfit on himself: he is the man who insists on getting a hat the same as John Jones is wearing. Jones has been satisfied with a hat and Smith is so pleased with its appearance, he has requested the name of Jones' haberdasher, and is determined to have one just the same. It is the way that hat suits Jones which has taken his fancy. Whether it will suit him is a matter he does not take into consideration, and he is the hardest man in the world to sell a suitable hat. Ten to one Jones' hat makes him look like a guy.

Having satisfied himself regarding size and price, the inexperienced clerk proceeds to find something that will fill these two conditions. If he can find a hat at a dollar and a half which sits nicely on his customer's head, then he has done his part. What does the customer feel? He realizes that the clerk has done everything that can be expected of him, but somehow he feels, as he looks through the mirror, that something is wrong. What is wrong, he can't say. He comes to the conclusion, as he has often done in the past, that his face is ill-shaped, and that there isn't a hat in the world to suit him.

Careful Study of Faces.

There is a shape for every man, but it is very few stores that can afford to carry a wide enough range to suit everybody. Anyhow, the range of styles should be big enough to prevent dissatisfaction. More important still, a salesman of hats should be a hat salesman in truth. If he is not, he should at once start out to make a careful study of every face that enters his store, and do his best to suit his hats accordingly, rather than by size and price. Sizes of brims and crowns, whether the brim has a curve or not, all are determined more or less by size of face compared with body, length of face. It is a matter which requires careful study.



THE TEMPORARY PASSING OF THE FANCY HOSE.

(Continued from page 42.)

But for the present, they are dead. Some dealers think that if the manufacturers would make a big splash and put out an abundance of fancy lines, the public would bite. Some more dealers, however, think that you can't force the public. Re-introducing fancy lines must be done gradually. But it seems fairly obvious that even gradually they can't be re-introduced just now, at least in England and Canada. The war has sobered us all, and such effect is apparent in even such details as hose. The day of the revived fancy hose is not yet.

THE MAN ABOUT TOWN.

PATRIOTISM IN STORES MAY BE WISE OR FOOLISH.

(Continued from page 39.)

of these—they are worth about four dollars—and they were beautifully made. All sorts of combinations may be had. Therefore, if you are particularly fond of the Black Watch or the London Scottish or any other bunch of fellows at the front, you can wear their colors round your neck, thereby adding to your appearance and demonstrating your patriotism in this particular. Probably Canadian colors will be represented soon. Bright colors predominate in the sales of this line so far. The scarves are made of Spitalfields silk, and are well finished.

Derby Comes Back; Freakish Soft Hats Disappear

After Many Days the Stiff Hat Returns to Favor — Alpine Fedora to be Popular in Spring—The Last of the Freak Hat—Some Dealers Regret They Featured It—Neglect of the Cap: Why?

CONVERSATION with hat dealers recently ran very largely upon the return to public favor of the Derby. For a long time this has not been very popular with the man on the street. Soft hats of all sorts and sizes and styles and shapes have had the field all to themselves, to the elimination of the stiff hat. This last two or three weeks, however, has marked the reversion to type. Dealers tell me they are selling quantities. The situation up to a few weeks ago in this line was very difficult. Those dealers who bought large stocks for last Spring wear found themselves with a line of goods that the average man did not want. No amount of advertising could boom the bowler or "christy." It was a white elephant—if such a similie is allowable.

But the mob temperament is a changeable quantity. Without any rhyme or reason public preference has swung again to the felt hat. Or course it stands all weathers, and the harder weather upon us may have had something to do with the good sales which dealers are able to record. There is no great change from the Spring styles. The higher crown and narrower brim is good style, both for present and Spring wear.

Elimination of Freak Styles.

It is strange, but freak styles, whether they be in shoes or hats, or any other line of men's wear, rarely have any but a short-lived popularity. Nearly every hat dealer tells me that the absurd style, a cross between the hat the country-folk wear in Wales, and a sort of super-telescope, which depended for its acceptance largely upon the contrasting band, has had its day. Judging by the rapidity with which the sales followed the purchasing of this line in the case of many dealers, it seems safe to assume that the trade misjudged public opinion in buying so largely a hat of this kind. Generally speaking, the average man does not care to be freakishly garbed. One dealer told me that in his opinion no well-dressed man could have worn one of these hats that I refer to. The thing was extravagant in color and shape, too. Anyway, dealers in general found that the public, if it took up this line quickly, dropped it with even greater speed.

Conservatism For Some Time to Come.

The tendency is to swing from extreme to extreme. Right now, and for some months, the prevailing note will be conservatism. The fedora is a good old stand-by. As one dealer put it to me, no other shape quite suits the average man so well. A man who can't look well in a fedora had better join the No-Hat Brigade. As to color, greens and greys are to be the leaders, the greens being quiet shades. The Alpine hat is being featured now for Christmas and Spring wear. The band is of a slightly lighter shade than the hat, and fairly high. The brim has a curl which is not too pronounced. The crown is reasonably high.

The Neglected Cap.

I happened to mention to Jess Applegath that I did not see very many caps worn in Toronto nowadays. It is his opinion that the soft hat has taken the place of the cap pretty generally. Of course, caps are nothing like so universally worn on this side of the Atlantic as in England, and never have been. But there is nothing more comfortable, and nothing more stylish for walking and informal wear. I saw some very nice styles in Mr. Applegath's store. A thing he is featuring is the cap made of chinchilla to fit the run on this kind of overcoat. Blues, chocolate brown, light and dark grey all look very attractive. It is surprising that caps are not worn a good deal for theatre wear. The man who can't afford an opera hat, or won't be seen in one (they tell me there are such men) could find nothing handier or better than a good tweed cap. A quiet cloth and shade in a cap is hard to beat. The styles, as we have them in Canada, are by no means extreme.

Here, There and Everywhere.

EVERYTHING FOR MEN.

The Fair of Chicago, recently had what it termed "the greatest sale day of men's goods it has ever held," and used double-page advertisements for the announcement, quoting exclusively men' wear articles. Its announcement read in part:

"That The Fair has developed into Chicago's greatest store for men is an established fact. Habitually careful men have followed the profitable course of coming to The Fair for their 'everything,' their clothing, hats, furnishings, cigars, sporting goods, shoes and stationery. We have always kept faith with the men of Chicago, we have dealt with them on an honest basis, giving honest merchandise at honest prices, and we have crowned our efforts with the liberal offer to change a purchase whenever a man changed his mind.

"'Convenience of departments' has been the key to our success in men's lines. Realizing that Dearborn street, at Adams, is the very heart of the men's district of Chicago, we established our men's sections along this street. On the main floor, along Dearborn street, we have men's shoes, men's furnishings, smokers' needs, men's hats, office supplies; on the second floor we have clothing and sporting goods. Everything is so placed that men may do their shopping quickly and conveniently at The Fair."

FLAG ON HOSE A DESECRATION.

A British manufacturer placed on the market shortly after the war broke out, a stocking with an American flag design in the material just above the foot. Immediately the stocking became the rage among American women in London and Paris, and its popularity grew to such an extent that the fad threatened to spread to the United States.

The American Flag Day Association at a meeting in New York, went on record as opposed to such use of the emblem, alleging it is a desecration, and that the manufacture or sale in the United States of hosiery bearing the flag should be prosecuted. The association also is planning vigorous prosecution of all persons who may be guilty of misuse of the flag.

PATENTS AND THE WAR.

The number of applications by Canadians for the suspension or revocation of patents held by Germans and Austrians has been very small, as also it has been in the Old Country, where an enormous number of German patents are held. However, owners of such will not be allowed to derive royalties, which will, like dividends on stocks, he held back until after the close of hostilities.

New Series on Card Writing

THE Review has completed arrangements for another splendid series of articles on card-writing. They are from the pen of R. T. D. Edwards, a card-writer of well-known ability in Canada and the first will appear in the near future. All those interested in the writing of display cards are urged to watch for the opening lesson in the series, for we can confidently state that it will prove to be the easiest, most practical and best that has ever been presented to the Canadian trade.

Because Mr. Edwards has ideas of his own with regard to card-writing, he is departing much from the beaten path in the preparation of the articles. He has adopted the simplest methods in the work, doing away with all "red tape" which worries and confuses the new student. The series will therefore not be the "lot for your money" brand, but simple, easily understood and readily followed lessons that can be turned into actual cards in a short time. Little time will be wasted by keeping the student at too much work on elementary lines and curves which so often become tiresome and non-interesting. In other words readers of this paper will be presented with straight, practical pointers on this all-important subject and will not be burdened with "dead wood" and novelty stunts which are to-day not recognized in up-to-date, modern merchandising.

From modern Roman figures, each article will be carried step by step demonstrating how to form each letter and figure with the least possible number of strokes and yet obtain the best results. There will be outlined Roman, brush stroke Roman and different styles of bold-face lettering suitable for large cards, posters, etc.; all styles of pen lettering which forms a big section of modern card-writing will be given, including the uses of Round writing, Payzant, music pens, etc. There will be a readable, modernized Old English script type and the Bradley alphabet shown, and some modern lettering which Mr. Edwards has recently gotten together. Speedy forms of the alphabet will also be gone into thoroughly.

One feature of these articles is that each will contain the finished show-cards showing the effect of the lesson put into actual use. The cards will also be seasonable so far as they can be made applicable for business purposes in the succeeding month. Economical ways to use and mix colors properly along with many little kinks and wrinkles that help to simplify the work will be discussed.

One article will deal with the uses of cut-outs and their proper handling—how to make a silhouette and spatter drawings without any knowledge of drawing whatever. Shading will be described as all card-writers should have a knowledge of that feature of the work. There will be lessons on ornamental designs and illuminated caps and also on the best systems to use in the laying out of show-cards.

Air-brush work, with its dozens of different uses, will be gone into closely towards the end of the series. Shadow script lettering, the execution of air-brush design with the use of stencils, and drawings done solely with the air brush will be some of the features of the air-brush work.

In addition, the Edwards' series will include many minor details too numerous to mention here, but which will be taken up as the series proceeds and the proper time comes for their insertion. Clerks wishing to improve their usefulness and selling power, as well as dealers who believe in the power of the show-card as a silent salesman, should follow the series from beginning to end. The first lesson may be expected soon.

Beau Brummel Tags After Dame Fashion

One Year After Introduction of Peculiar Woman's Style Man Adopts it—If She Flounces Out Her Petticoats He Flings Out His Coat-tails—Unblushingly Adopts Follow-the-Leader in Color, Sleeve, Vest, Etc.

THE average man takes a great deal of pleasure in his own way in making fun of the devotion of the average woman to the dictates of fashion. But has the male any license to do so? According to an article published in "Fashions of the Hour," by Marshall Field & Co., of Chicago, man, who smiles at the new fashions of the gentler sex, is and has been for many years following those same fashions himself.

The silhouette cuts shown are taken from this publication and illustrate what is said. Certainly the author is justified in believing that there is more than coincidence in the remarkable similarity shown in the styles of men in relation to those of women a year previous. This article says:—

"It is plainly to be seen that Beau Brummel has been tagging after Dame Fashion from the beginning of time, at the sly and artful distance of a twelvemonth or so.

"Research has laid another burden on the lady's maligned shoulders. She may not be accused of having led the gentleman on shamefully for centuries —of having wilfully encouraged the poor dear to all the extravagances of costume to which she has fallen victim.

Sartorial Peregrinations.

"Not only is she to be held responsible for all the foibles of all the fair daughters of Shem and Ham; she must now assume the blame for all the sartorial peregrinations of the tagging male.

"Never, it appears, has she flounced out her petticoats to prodigious width, but Beau Brummel has flung out his coat tails with equal aplomb—a year later; never has she puffed out her sleeves to make her shoulders look broader, but he has puffed out his shoulders to make his chest look mightier—after the lapse of a decent time.

In Garments Uninflated.

"Let her acknowledge that nature has a few good points and array herself in garments uninflated and undeceiving and presently the watchful dandy awakes to an application of masculine pulchritude that requires the snuggest of clothes to render complete justice to the subject.

"It would appal a less frivolous lady than Dame Fashion—the thought that never may she introduce some pretty whim, but it will, in the course of time, be subverted to unpoetic masculine adoption. The hat whose crown she enlarges to accommodate twenty-five dollars' worth of curls, will sometime be the object of the bald-headed man's silent blessing, because of its tenacity of grip. The darts she takes to make her figure svelte, spell spindlebanks for countless thousands of mimicking males. She may not even lift her pretty petticoats to display a bit of silken ankle but the length of trousers is regulated thereby throughout the world.

Waistline to Nth Degree.

"And it is not alone in generalities that the beau plays follow-the-leader. He unblushingly adopts little details, of sleeve, of collar, of vest and of color.

"No one could have entered more earnestly into the mood of sobered Dame Fashion after the Restoration of

Shortage in Serges for Spring, Particularly Medium Lines

The Wool Market in England Still Perplexing Buyers Here — Soldiers' Needs a First Consideration—Gambling in Wool—Will the Australian Embargo be Removed?

THE wool market these days is interesting, and productive even of thrills to a good many people. A prominent wholesaler and retailer in Canada who speaks usually of what he knows, says that particularly in overcoatings, there will be a scarcity of supplies next year. These heavy woollens are being used in quantities for soldiers' blanket cloths. Orders are increasingly hard to place, and when they are placed it is touch-and-go as to whether they will be filled or no. Soldiers' outfits are taking all the wool which can be supplied. Particularly is this true of the shoddy lines. There is a good deal of discontent in Britain just now on the part of the general public with the quality of the cloth which goes to make up Tommy's khaki. It is said to be cheap, shoddy. The manufacturers reply that they are handicapped inasmuch as a good deal of the cloth they would use for this khaki in the ordinary way comes from France and Belgium. Without it the manufacturer in Yorkshire or wherever he may be has to rely upon the shoddy which is made out of picked rags.

It is thought that so far as Canada is concerned the shortage in wool will make itself most felt in the medium-priced line, particularly in serges. Several houses agree that there will be a dearth of good serge for Spring wear. All wools, from the cheapest to the best grades, have advanced 50 to 60 per cent., says one men's wear dealer whose business is on a large scale. Lots of lines will be eliminated. Not only will there be a dearth of serge of any sort, but there will be much less choice and range in styles. The very cheap serges will remain, and also the very high-priced ones, but the mediums, which are so much worn for business and general attire, will be largely a missing quantity.

The woollen market in Britain just now resembles a race-course—it holds all sorts of surprises for everyone. It goes up and down in an hour, almost. I heard of a man who bought about $30,000 worth of tweeds up in Yorkshire one day, and two or three days later he had sold half of it for a profit of $10,000. Very often these lines can be bought on Saturday for 25c a yard and by Tuesday or Wednesday they will easily sell for 30c and 31c.

It is said that the British Government is even now dealing with the embargo, and also looking into the matter of the embargo placed by Australia, New Zealand and other British Dominions. Naturally, these colonies would see to it that Britain's needs were looked after first, before any exports to foreign countries were allowed, but just what need Britain now has will determine the continuance or the cessation of the embargo. Australia does so much in the wool-exporting line that a tie-up there is catastrophic. Merinos are being exported from the Island Continent to places like the United States, and the general feeling is that the embargo will be lifted at an early date.

Incidentally, we have it on good authority that considerable wool has reached this country from England during the last two weeks.

1814 than her devoted follower. She favored hats of sizable crowns and negligible brims. So be it. The wits of the hatters were put to work. *Voila!* The hat of the Empire. Her waistline she raised to the Nth degree—almost to extinction. Ascending seams on Monsieur's coat proclaimed allegiance to her every whim.

"What a deceitful duffer was our hero in the sixties? He cut off his gallantry with one hand, so to speak, to make cruel sport of the crinoline with all its upholstering and garnishing, while flipping out his own coat tails with the other to attain the fashionable girth.

To Avert All Suspicion.

"Moderation was her fetish at the end of the century. Outdoor sports, the craze for bicycling, motoring, and golf, had tempered her frivolity to utility. She reefed the immense balloon sleeves and subdued the flare of the bell skirt. The simplicity of her attire, be it said, was exceeded only by the sobriety of masculine garb that followed, as the night the day. So taken, indeed, was manly fancy with one of the garments that she sponsored about that time—the golf cape—that he plagiarized it cleverly, changing the time of his appearance in it to evening, however, to avert all suspicion.

"The last thing in the world one would expect her to pay the slightest attention to—comfort—was the motif of Dame Fashion's early twentieth century demands. Skirts were ample, but not bulky, and corsets were rational. Sleeves were roomy; hats performed their mission of shielding the face adequately.

"And it can't be said of Beau Brummel that he failed to express his proper pride and appreciation. He went so far as to jot down her good points and adopt them himself as soon as he could get around to it.

"Nothing appears to discourage his pursuit. No item in her apparel is too trivial for his consideration. "Now checks are nice," said she some time ago. "Nice," says he this year. "Strong colors I must have," she insisted. "Strong colors we will have, though hidden in plaids and stripes and two-toned socks," he is demanding. "Vests—fancy vests, I adore," is one of her latest biddings. "Fancy vests are coming in," says a haberdasher who knows.

"Have a care, Dame Fashion! His sins will be on your head."

BONDS AT STORE OPENING.

The opening of a new clothing store in Newark, N.J., was marked by the offer of six per cent. income bonds to purchasers during the first seven days. To everyone making a purchase on the opening days and the six days following, they issued a bond for six per cent. of the amount of his purchase for three years from date. For example, if one were to purchase $50 worth of merchandise, that person would receive $3 on November 1 each year for three years.

THE REVIEW'S DRESS CHART FOR ALL OCCASIONS

EVENING WEAR

Occasion.	Coat and overcoat	Material	Waistcoat	Trousers	Hat	Shirt and Cuffs	Collar	Tie	Gloves	Socks	Boots	Jewelry
BALL, RECEPTION, FORMAL, DINNER, THEATRE, EVENING WEDDING	Swallow-tail Chesterfield, single breasted, Inverness and Spanish cape, or cape overcoat.	Black, dressed or undressed worsted, plain or fancy weaves. satin facings. Blue occasionally worn.	Single breasted. white semi-V or U-shaped, with collar	Same material as coat, one broad or two medium braids	High silk, with broad felt or corded silk band	Stiff, with single cuffs, white, plain or small pique, two studs showing	Poke	Butterfly, with round or straight ends, plain white or small pique pattern	Plain white glace kid or white suede	Black, grey or deep blue silk or other subdued color	Patent leather, buttoned cloth or kid tops, patent leather pumps	Pearl or moonstone links and studs
INFORMAL CLUB, STAG, AT HOME, DINNERS	Jacket Same overcoat as above.	Black or Oxford grey, single breast, with satin facings.	Same material as coat or as facing on coat, single breast, semi-V-shape	Same material as jacket, one broad or two medium braids	Derby or black or grey soft	White, stiff or soft. If latter, fine tucks, double cuff, semi-laundered	Plain fold or wing	Butterfly, as above, black satin, figured silk or color to match waistcoat	Chamois best, or suede or tan cape	Of silk, to match tie.	Patent or dull	Gold or jewelled links and studs. gold bar chain

DAY WEAR

AFTERNOON CALLS, RECEPTIONS, MATINEES, DAY WEDDINGS	Frock or Cutaway Chesterfield overcoat, s. or d. breasted.	Black or grey lamb's wool, undressed worsteds, plain or braided edges.	Same material as coat, double breasted, or of fancy fabric	Black worsted, with white or colored stripes, or dark grey striped worsted	High silk, with broad felt band	White, single cuffs.	Poke or wing or plain band	Once-over, or four-in-hand or Ascot in solid colors, black, white, grey or pastel shades	White or grey glace kid or suede, white buck	Dark colored silk	Button, kid tops, patents or varnished lowers, plain cross tips on toe	Gold or pearl uncut jewelled ornament, jewelled pin
AFTERNOON TEA, PROMENADE, ETC.	Cutaway coat Same overcoat as above.	Same as above	Single breasted with collar, but without collar if braided and of same material as coat	Same as above	High silk, broad band	White or colored; if latter, cuffs, white and single	Poke or wing	Once-over, or four-in-hand or bow, same shades as above	Same as above	Dark colored silk	Buttoned patent leather, plain tip	Same as above
BUSINESS, LOUNGE AND MORNING WEAR	Single and double breasted jacket and walking coat Chesterfield	Flannels, worsteds, Saxonys Cheviots	Single breasted like jacket, or fancy to harmonize	With black materials, Striped trousers or check, otherwise same as coat.	Derby or Alpine	White or colored, single and double cuffs, may match	White, wing or turnover	Four-in-hand or bow in harmony	Tan, red, chamois, colored or white buck	Cotton, wool, lisle, shades in harmony Wool to harmonize,	Black or brown, plain or fancy uppers, button or laced, plain or cross tip	Something very plain
MOTORING, GOLF, COUNTRY, DRIVING	Norfolk or jacket, single or double breasted Chesterfield, Raglan draped, Highland cape, s.b. ulster.	Tweeds, cheviots, homespuns, flannels	Single breast like suit or fancy knitted lamb's wool	Same as suit or flannel; knicker-bockers with strap and buckle, knicker-bocker breeches	Cloth, felt, Alpine cap	Flannel or Oxford suitings, double cuffs	White or turndown to match shirt	Same as above	Same as above	Wool to harmonize leather looped leggings, Highland gaiters	Black or brown lace calf, low or high plain tip or full brogued	Same as above

*W. J. Levy, of Levy Bros. ("Makers of Men's Clothes"), Toronto, prepared this chart for The Review.

Sending 6 Photograph Prints of Season's Clothing

Successful Scheme of J. C. Coombes in Stirring Up Interest in Clothing for Spring and Fall—Five Thousand Packages Sent Out —Nothing But Bright Inscriptions on the Back.

"A NEW scheme for drawing attention to our clothing?" repeated Mr. J. C. Coombes, manager of Oak Hall, Toronto, in reply to an inquiry from The Review.

"Yes, here is one that we are finding very successful," and he took out an envelope, 10 inches long by 6 wide, with the printed words upon it in carbon script, "Photograph, Don't Crush."

He opened up the envelope and enclosed within an ordinary photographer's dark brown folder was a series of six photographs, each containing a view of a special line of suits or overcoats for young men. This package with the six photographs in it had been sent out to 5,000 young men who were on the mailing list of this firm. This had been done to stimulate Fall trade, and it had proved highly successful.

How They Look In Real Life.

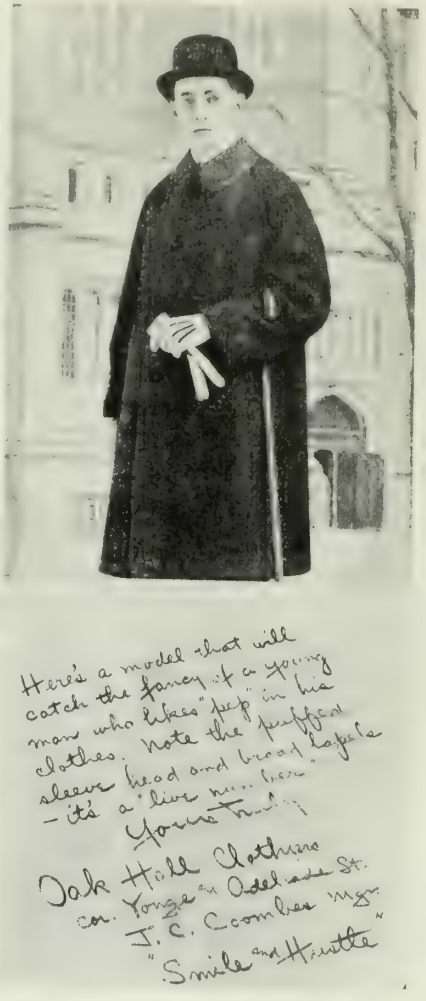
"It is something different in the way of calling attention to lines we carry," said Mr. Coombes. "It is all very well sending out announcements stating that we carry this or that line of clothing for young or older men or boys, but the attention of the reader and his interest are secured to a much greater extent if we can show him the clothes as they actually appear on some person of about his own age. These look different, of course, from the ordinary engraver's cut of clothing, and have the appearance of photographs especially taken for each of the lines, as indeed they were.

"As a matter of fact, they are not photographed, but are produced rather skilfully to give that impression, and to the ordinary person could not be distinguished from the usual photographer's proofs. This impression is intensified by the fact that the surface is glossy. Of course, you cannot always tell whether you get direct results from this form of advertising, but in this case we have had a number of young men to whom we sent these packages come back with one, and ask for the special coat which was illustrated on it."

How, then, is the argument of the photograph driven home by this firm?

Comments on the Back.

No circular is sent out with these photographs, as it is felt they should be complete in themselves. However, if the person who receives them turns them over, and he will, to find out where they came from, he will see on the back of each one in type representing script, a pointed remark about the garment on the other side.


Here's a model that will
catch the fancy of a young
man who likes "pep" in his
clothes. Note the puffed
sleeve head and broad lapels
—it's a live one. Yours truly,
Oak Hall Clothiers
cor. Yonge and Adelaide St.
J. C. Coombes Mgr.
"Smile and Hustle"

HERE'S A SAMPLE.

This cut shows a partial view of a photo graph of a Balmacaan overcoat. On the back were the words "The Balmacaan is going to be as popular as a paymaster on pay-day," etc. The lower part shows the type of inscription.

Take one, for example, of an overcoat. This is what appeared on the back of it: "Here is the semi-fitted knee length coat—the comer in the style world. Broad lapel tops it off in great shape. Yours truly, Oak Hall Clothiers, cor. Yonge and Adelaide streets, J. C. Coombes, Manager. Smile and Hustle."

This last clause will be remembered by readers of The Review as a slogan that had been adopted some time ago by this store, and which invariably appears on the bottom of the price tickets both for the windows and inside the store. It was also the basis of a campaign that had considerable influence on the work of the clerks themselves.

The Inscriptions.

Take another one. This was the inscription on the back: "Shawl collar overcoat, always popular and serviceable, never tiresome. A coat that Winter winds can't penetrate. Yours truly, etc."

Still another. "The Balmacaan is going to be as popular as the paymaster on pay-day, and it will pay you to see ours. Yours truly," etc.

A fourth one, in describing a suit. "You won't meet your double in this double-breasted idea. It is being made in limited editions for the exclusive few.

A fifth: "A model that will catch the fancy of the young man who likes 'pep' in clothes," etc.

Another coat had this: "Here is the way we are appealing to men who are "stand-patters" on style, a conservative three-button sack that's dignified but not dull. Yours truly."

Used in Window Display.

But a further use has been made of this idea than the mailing list. The firm have made use of these photographs in their windows. This was done, naturally, by showing the overcoat, and beside it the photographs, the idea being to indicate how the coat would look on a person.

The photograph scheme can be worked twice a year with views showing the best lines for young men for Spring and a similar set for the Fall. It would also be in line to send similar sets for older men, business men, and this could also be done and worked to advantage in the case of boys. In the manner in which it is carried out this scheme is not as expensive as it may appear at first sight.

NAME ON MAILING LIST?

Dupuis Freres, 447 St. Catherine St., east, Montreal, have a table at the entrance to their store, on which are pen and ink, and slips of paper bearing the following:

Is Your Name on Our Mailing List?

If we have not yet had the pleasure of having your name and address on our mailing list, will you oblige by giving it to-day, and we will send you interesting news from time to time of our special days and sales.—Thanks.

Then follows space for name and address.

Views of Caswell's Modern Workingmen's Store in Saskatoon

To cater to the genuine working man; to make his store headquarters in Saskatoon for overalls, leather and cotton gloves, and other clothing suited to the artisan's pocket, has been the object successfully achieved by A. W. Caswell, Canada Building, First Avenue. He was formerly a railwayman himself, and a member of the union, so that for this reason alone he has always found favor with the working classes. Moreover, his experience has given him a knowledge of what the artisan requires in clothing.

It might be thought that a store catering to this trade would be second rate as regards fixtures and general appearance. On the contrary it is exceptionally well equipped, and located on the ground floor of the finest and tallest structure in the city. For displaying men's furnishings, expensive show-cases are used, and up-to-date wire racks carry stocks of shirts. In one show-case alone, there are twenty-four of these racks. Hosiery is displayed tastefully on revolving stands.

The genuine working man is as susceptible to artistic display as the smart young man. When times are good, he demands good clothes and furnishings, and is willing to pay handsomely for them. Sometimes he is thought to be afraid of stores where the fixtures are par excellence, but Mr. Caswell has succeeded in gaining his confidence and his trade, which would otherwise have gone to stores of a lower class. A story of this establishment will appear in next issue.

A New Idea in a Christmas Window

A VERY attractive window display, featuring articles of men's wear as Christmas gifts was that of the Robert Simpson Company, of Toronto. Its attractiveness is in its novelty of idea as much as in the way in which it is followed out. In this window were all sorts and conditions of things that a man might want. Usually, each department in a large store would make a display of the things which it sells, and which it alone sells. That is to say, there would be a window display of shirts, and collars and hose, maybe. Or possibly, a man's jewelry requirements would be featured. Or again, boots and shoes would be shown. But this Christmas window was a complete inventory of the accessories of a man's outfit. With the exception of suits and overcoats, pretty well everything else was there, from a house coat to a shaving mirror.

The floor was in dark red cloth, against which a variegated but quiet rug stood out well, and tastefully. The window was almost triangular in shape. It embraced two rectangular sides, being on the corner of two streets, and the back boundary was a series of plush curtains making a third side. These, by the way, were in dark green. Standing out well against each was a dais, with steps, well designed for display purposes. These were covered with white felt, and were well back in the window, leaving the front fairly free.

Perhaps the most outstanding feature about the whole display was that while there was a good deal in the window it did not look overcrowded. The predominating impression was one of airiness and spaciousness. This comes partially, of course, from the height of the window, but much of it was due to the successful arrangement of the articles displayed. Well towards the front was a table, with space underneath the top for books—a sort of combination table and writing desk. On it were one or two books, some pictures—one excellent drawing of King George, by the way—and here and there, both on the table and off, were smoking accessories, ash trays, match holders, and so on.

On stands and on dark red floor the goods were displayed. There were shirts, and ties, and hose, in new and attractive styles and colors scattered here and there. A shaving mirror in one corner, a hand bag in another, a set of hair brushes in a third, and an umbrella or a cane in a fourth broke up the monotony of showing only articles of dress, and contributed to the impression that this was a man's den, a man's room. Two chairs, one at either side of the window, holding various things, jewelry or canes, or a house-coat draped apparently carelessly on the back added to the air of comfort. There was a good deal in the window, but the profusion was well dispersed and separated. There was no impression of a glut. And yet there was a lot in the window.

Ribbons of Christmas coloring, and a little seasonable decoration though not very much, added to the idea that this was a window of Christmas offerings, while two neat cards fairly large and of good text informed the public that these were "PRACTICAL GIFTS FOR MEN,"—"HIGH GRADE FURNISHINGS AT MODERATE PRICES."

The whole effect was one of the best in Christmas windows we have seen for some time.

No Stock, Only Models and a Room Upstairs

Successful Beginning to Business of H. A. Irving, Who is Seeking the Usual High Class King Street Trade in Toronto — The Low Rent and Walk-up Question Again.

THAT no one is in business for his health is axiomatic. Profit-making still remains the first aim of the business man, whatever his business is. At the same time, the public has a way of trying to get as much as it can for as little as it may. This applies any time, but it is particularly applicable just now, when the main idea is to economize. So that the man who can find a way to save people's money, and yet make as much profit as he thinks legitimate and necessary ought to stand a fair chance of getting on. It stands to reason that if you can deliver the goods, as good goods as the next man, and do it considerably cheaper, you ought to be getting ahead of the next man. But the man in the street wants the thing demonstrating. An example which demonstrates, is Mr. H. A. Irving, of Toronto.

This is his scheme. He is in the custom tailoring business, and he wants to cater to the best trade. Location, therefore, is a first concern. He decides to locate on King street, where his competitors are, and where business men are continually passing up and down, and can run in to their tailor's in a very little time. But the rents on King street are high, very high. In fact, as some disappointed, would-be purchasers of hotel sites think, they are inflated. Mr. Irving knows that if he has a store on King street, he will have to pay King street rents. His window space and his general store space would have to be paid for, and paid for excessively. And to do that, he would have to charge as much as his competitors for a suit of clothes or an overcoat. From his point of view he would be foolish. Starting a new store in war time, when nobody has any money (and nobody will admit they have any), one has to be prepared to stand some expense until trade comes along, but one wants to make all provision that that expense be as small as possible. Mr. Irving solved the difficulty by going upstairs. He is on the first floor of the building at the north-west corner of King and Yonge streets.

One Big Room is All.

All he has is one big room. In it there are models, and samples and style pictures, up-to-date office furniture—and Mr. Irving. Thus, Mr. Irving reduces his overhead expenses to a minimum. There is no big window space and front space generally. Electric lighting in super-abundance is not necessary, which must be a big saving. There are no assistants to pay for floor-walking; Mr. Irving is the only person in the place.

Samples of Cloth and Models.

His method is this. He is an agent for a large manufacturing tailoring firm, one that does high-class work. He has in this single room samples of all their goods, copies of their styles, models made up by them. When you go in, you see the style and the cloth and give your order to Mr. Irving. He sends it to Montreal, and the suit is made up there, and comes back in about a week.

Carries No Stock.

Mr. Irving says he can make for $22.50 up to $28 suits which anywhere else would cost from $30 to $40. He can save the man who will walk upstairs to that room of his—and it is obviously almost as easy of access as any other store on the street itself—30 to 35 per cent. in his price. One reason of course, is the small overhead expense carried. The other is that Mr. Irving does not lose any money by depreciation in stock, for the simple reason that he, personally, does not carry any stock. Most tailors at the end of their year have to have a sale to get rid of certain surplus and out-of-date cloths they have. By this they lose, and the loss is written off. Well, it has to be made up some other time, and in some other way. The public pays for that loss by depreciation in the extra money they pay for the suits and overcoats they buy. With the elimination of that source of expense, Mr. Irving can make just as good a profit from his business as the next man, but he does not need to charge as heavily, by just so much as he saves through not having to carry large stocks.

Friends and Circulars.

It is something like six or seven weeks since he started in business for himself. He has done no newspaper advertising whatever, and that's another thing saved to the consumer. He has simply got his personal friends to start him along the way of the idea he conceived. For some years he was prominent in a large clothing manufacturing concern, and so he had a big clientele. He circularized several thousand men in the city; he went to his personal friends and solicited a trial—and that's all. No flare-up in the papers was necessary in the opinion of Mr. Irving. "I didn't make any big noise," he said.

Prove It, and He'll Come Back.

And things are going well, although the enterprise is so new. Profits are quick and good, and business is coming along. If a man can save ten or twelve dollars on a suit by walking upstairs one flight or taking the elevator, and if you can prove to him just why he does save that ten or twelve dollars—he will come not once but every time.

The idea has looked good to many customers who want the best in clothes at low prices, and have been persuaded they are getting that best.

And it doesn't seem to be anything but a good thing for Mr. Irving!

The Popular Cane

A COUPLE of years ago the young man in a Canadian city who would carry a cane was rushing in where angels feared to tread. Canes were for older men, much older men, and for invalids. For a young man to carry one was to place himself immediately upon the level of the bespatted London "sissy." But fashions come and go. Even the "sissy" may come into his own. There are few young men who consider themselves up to the minute who do not carry a cane. And since the "giddy multitude"—as Sydney Smith used to say—have put a general O.K. upon it, what was regarded in Canada as the mark of a dandy two or three years ago is distinctly "de rigeur" now.

The best cane to carry is a substantial one, of fair thickness. The slim "switchy" stick is not for the man of action; rather for the afternoon tea drinker. Ash, about an inch in diameter, is a good wood. The handle may, of course, be either square or crooked to suit the wearer, but should not be gold-topped, nor even ornately silvered. A good sort of stick for a manly man to carry is a thick ash with a large handle terminating in a knob, which is studded with plain silver. This line is becoming "the thing" in the States.

It's the cloth in your overalls that gives the wear.

STIFEL'S INDIGO CLOTH

Standard for over seventy-five years

The boot on the back is your guarantee

75 years *continuous sale* is the best proof of the selling quality of STIFEL'S INDIGO

Three generations of wearers have found it pays handsomely in long and satisfactory wear to insist upon OVERALLS, JUMPERS, SHIRTS, etc., of STIFEL'S INDIGO CLOTH. Every washing makes it like new.

You can tell the genuine in a minute by this trade mark STIFEL (Registered) on the back of the goods inside the garments.

It's your guarantee and your customers' guarantee against imitation.

Give yourself the prestige and profits of the *world's standard fabric.*

Cloth Manufactured by

J. L. STIFEL & SONS

Indigo Dyers and Printers

WHEELING, W. VA.

SALES OFFICES

NEW YORK	260-262 Church Street
CHICAGO	223 West Jackson Boulevard
SAN FRANCISCO	Postal Telegraph Building
TORONTO	14 Manchester Building
WINNIPEG	400 Hammond Block
MONTREAL	100 Anderson Street

The Season's Greetings

MAY Christmas be a day of joy and New Year's the forerunner of a great era of prosperity.

Resolve now to make greater efforts for more business. Keep in mind the great merchandising truth, "Goods well displayed are half sold," and see to it that you have the necessary requirements for the most effective displays.

The Clatworthy line of "Made in Canada" display fixtures is complete. Write for catalogue describing them.

Clatworthy & Son, Ltd.

161 King St. W. TORONTO

"Craftana"

THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP,* it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR,* and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET,* making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect In Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

BANK OF MONTREAL

Annual General Meeting Held 7th December, 1914

The 97th annual general meeting of the shareholders of the Bank of Montreal was held in the Board Room of the Head Office of the Bank on Monday, Dec. 7th.

The meeting was marked by complete addresses by Mr. H. V. Meredith, the President, and Sir Frederick Williams-Taylor, the General Manager.

PRESIDENT'S ADDRESS.

In moving the adoption of the annual statement, Mr. H. V. Meredith, the President, said:—

The statements presented to you will, I trust, be received with satisfaction.

While profits show a diminution compared with those of the preceding year, the shrinkage is mainly attributable to the fact that during the world-wide disturbed financial conditions which have existed, we deemed it prudent to forego the profit on a portion of our liquid reserves ordinarily carried abroad and having an earning power. These we transferred to our vaults to provide against every possible contingency, and to support, if required, the general financial situation in Canada.

I feel sure this course of action will meet with your approval.

The year, I need hardly say, has been an eventful and anxious one.

POSITION IN GREAT BRITAIN.

In Great Britain the period immediately antecedent to the declaration of war was marked by considerable ease in the money market, coupled with a slight recession in trade, following a long period of unrest and depression caused by the Balkan chaos and other adverse factors.

The outbreak of hostilities brought about the collapse of the whole financial fabric, the closing of the bourses and a world-wide financial cataclysm. For a time at least a condition of well nigh general insolvency was threatened. The steps which were taken to cope with the crisis are of too recent occurrence to require reiteration.

Britain's command of the sea was undoubtedly the chief factor in bringing about a recovery of confidence, but great credit is due to the Government and their able financial advisers for their bold and statesmanlike views of the situation and their prompt action in meeting the crisis, as well as to the Bank of England for the courage and activity with which the plans of the Government were carried out.

The great latent wealth of the Empire has been demonstrated by the patriotic response to the recent Government loan, and this is being followed by the removal of barriers to trade which is now once more approaching a normal condition.

What the consequences of the war will be must depend, I think, to a large extent on the duration of hostilities.

Whether a long period of depression and economy, in order to replace the wasted wealth of the world will follow its conclusion, whether the removal of political apprehensions and the prospect of a long era of peace will bring about an immediate restoration of prices—not alone of commodities, but of stock exchange and of other securities—it would be idle at the moment to predict.

In either event, all borrowing countries, including Canada, must expect their facilities to be largely curtailed while the wastage of war is being repaired.

POSITION IN CANADA.

In Canada, a period of several years of remarkable growth and progress was accompanied by large—and in some cases imprudent—capital expenditures by industrial, municipal and other corporations, and an ambitious programme of railway construction, made possible by the ease with which money could be obtained.

These conditions were taken advantage of by company promoters and speculators to bring about unduly inflated and fictitious values, and the extent to which these were carried directed suspicion and distrust of our economic position in the money markets of the world, followed by a close scrutiny of our securities and a curtailment of money supplies so essential to our development.

The ensuing check caused embarrassment in some instances, but had a salutary effect on the country in general, as it brought us to realize the fact that unproductive expenditures must of necessity cease for a while, and our efforts be directed towards development of natural resources, accelerated by a large flow of immigration.

It fortunately happened that for over a year previously, our manufacturers and merchants, preparing for such a contingency, had entered upon a period of curtailment and readjustment; and our economic position had been approaching a more normal condition. They were, therefore, the better able to meet the shrinkage in their turn-over occasioned first by restricted demands and now by the war.

I refer to these somewhat trite matters because the halt in business presently experienced may create in the public mind a more gloomy view than is warranted by actual conditions. It is well to remember that for a decade the commercial expansion of Canada was really abnormal.

A decline in the foreign trade of the country had set in before the outbreak of war, and has been accentuated by that event. In the seven months ending October 31st last, the value of merchandise imported, exclusive of specie, was $286,800,000, or $103,700,000 less than in the corresponding period of the preceding year. On the other hand, the value of Canadian produce exported has been fairly well maintained, having been for the seven months $226,757,000, as compared with $245,550,000 a year ago. The adverse balance of trade has, therefore, been reduced from $145,000,000 to $60,000,000 in this period, a substantial improvement of $85,000,000, the more satisfactory in view of the practical closing of the London money market to Canadian loans. The transportation interests of Canada have also been benefited by an increase in the value of exports of United States products through our ports from $19,000,000 in the seven months period of 1913 to $41,600,000 this year.

LEGITIMATE BUSINESS SOUND.

I am glad to be able to say that from the reports which reach me from all parts of the country, legitimate business is fundamentally sound. While trade generally is quiet, and in many branches restricted, especially those dependent upon construction work, there is compensation, in a measure, by activities in others which provide the vast supplies required by the war.

A general suspension of new undertakings is apparent. Agriculture—the backbone of the country—continues prosperous, notwithstanding a shorter crop yield, owing to the high prices being paid for grain and other farm products. The great increase in the number and value of live stock in the Northwest is especially gratifying.

Farmers are preparing to increase the acreage of land under crop, and manufacturers are taking advantage of the situation to extend their sales where foreign competition, for the time being, has been eliminated. There is, moreover, an undiminished confidence in the future which is an asset of no little importance.

Considerable unemployment exists, but the extent of it is probably over-estimated, and I think our position in this respect will compare favorably with that of other countries.

These conditions are overshadowed at the moment by a war so disastrous and so unexpected that even yet many of us do not grasp the full significance of it all. New local conditions and new problems had to be met.

GOVERNMENT'S WISE COURSE.

The wise and timely action of the Finance Minister in providing facilities for rediscount, and in making Bank Notes legal tender, had a steadying effect throughout the country, and has enabled the Banks under all circumstances to meet the legitimate demands of business and to keep in hand ample resources against deposits.

Power was taken by the Government to declare a moratorium, but fortunately it has not been necessary to put this into effect, for all must recognize the supreme consideration of maintaining our credit in the money markets of the world.

The war, by closing the financial markets of all countries, has precluded us from obtaining capital for construction and development work, and so long as these conditions prevail it will be necessary for us to conserve our resources rather than proceed with other than unavoidable capital expenditure.

The financial fallacy of issuing inflated currency for such purpose—abundantly proved by experience of other countries—is well known, and Canada is to be congratulated on having avoided the miseries of a depreciating paper currency.

In this connection I may remind you there is a homely adage that "no one has yet succeeded in lifting himself by his boot straps."

Nor should it be forgotten that we have a large foreign interest indebtedness to be liquidated by exports or new borrowings.

For the latter, the London market being now less available, we shall have to rely partly on such facilities as the United States market can offer and, in a measure, upon our own resources, to solve the problem of restricted trade and shrinking revenue, as well as to meet maturing interest, capital commitments, and other obligations.

FOREIGN RESERVES VALUABLE.

Our reserves abroad have proved valuable in this connection, as they are enabling us to conserve the gold supply of Canada.

War and other adverse conditions are bound to retard our progress. A period of rest and recuperation may be expected, but the future depends to a great extent upon the spirit with which the people meet the changed conditions.

Economy and prudence in the matter of expenditure, and an earnest effort to increase production of exportable articles, will in time usher in an era of active trade and renewed prosperity.

There is no question in my mind that after a pause, the duration of which will be determined by the measure of our production and by our savings, we shall again enter on a period of progress and development, and that pause, I believe, will not be long continued.

Mr. R. B. Angus seconded the motion for the adoption of the Report, which was carried unanimously.

THE GENERAL MANAGER'S ADDRESS.

Sir Frederick Williams-Taylor, the General Manager of the Bank, then made his annual address, as follows:—

Gentlemen:—This Bank is now approaching its centenary, but never before in the ninety-seven years of its history has the annual balance-sheet been presented to the Shareholders under such universally perturbed financial conditions as exist at the present time.

For the sake of consecutiveness and as a natural preface, I may say that since the outbreak of the present war all bourses have ceased to transact business. In consequence throughout the world at large Stock Exchange securities have become unrealizable, except by limited sale and slow process.

In a sense a large part of the trading and manufacturing world has undergone a course of declension towards first principles. The most readily salable commodities in large volume now are the necessities of life, either direct or represented by commercial paper, and the appliances created by man for the destruction of life.

As the President has ably reviewed the general trade and financial situation both in Canada and at the chief centres abroad, my duties are confined to an explanation of the most important features in the accounts I have the honor to submit to you and the points arising therefrom.

It is pertinent to interject that the interests of the Bank of Montreal have become of such an international character that one cannot adequately analyze and comment upon our balance sheet without at least reference to London and New York.

LONDON.

The interest taken by Canada in the London financial situation is due to a combination of firm patriotism and monetary dependence. Not only are we solicitous for the welfare of our Empire's financial centre, but the Dominion has financed its requirements in that market to an extent obvious enough to the few but only recently fully appreciated by the people of this country as a whole.

It might be added without boastfulness that this Bank's London business has steadily increased in importance step by step with the development of our country until we have attained a prestige, and what has been termed by others a unique position among Colonial Banks represented in the great metropolis, that you, its Shareholders, can regard with a measure of national, and may I say, individual pride.

NEW YORK.

We are naturally greatly interested in New York conditions, as not only is that city the Clearing House of North America, but also the channel through which the bulk of our foreign exchange transactions pass. Further, the financial relations of the two countries become more intimate and further dovetailed with the ever-increasing establishment in Canada of branches of great American industrial companies.

POLICY-LIQUIDITY.

It is common knowledge that the policy of this Bank is conservatism, a policy that tends in prosperous days to arouse in some quarters a measure of criticism, but one meeting with unstinted approval in times as troublous as those we face at present.

Thanks to a reasonably liquid position, the unexpected outbreak of war found us not unprepared. It was an easy transition for us to convert into actual cash and bank balances, to the extent we deemed advisable, our secondary line of defence in the shape of other reserves held, as you are aware, in London and New York.

PROFITS—PATRIOTIC FUND.

As banks are not eleemosynary institutions, it is our duty to earn for the shareholders such measure of profit as is consistent with the safe employment of your capital and the deposit monies entrusted to our care. Under normal conditions our first consideration has ever, as you know, been safety, but with the financial world out of joint, we have felt it our duty, both in self-protection and in a desire to bear our share of the national burden in safeguarding the general situation, to take additional precautions. In pursuance of this policy our cash reserves and bank balances have been brought up to a percentage point that seemingly precludes danger.

Naturally the greater volume of money unemployed, the smaller our profits. Nevertheless we are gratified to have been able to comfortably earn our customary dividend, continue the semi-annual bonus of 1 per cent., and at the same time to have made, in our opinion, full provision for realized and prospective losses.

The $100,000 gladly voted by your Directors for national patriotic purposes was taken out of the year's profits.

DEPOSITS.

For obvious reasons it is natural that bank deposits throughout Canada should decline as they have done to a slight extent, the grand total of all the banks to the end of October being $1,144,199,224, as compared with $1,146,739,868 a year ago. During the same period our own deposits have increased by $7,649,836.11 exclusive of deposits made by and balances due to other banks in Canada, which have increased by $5,570,032.53.

CIRCULATION.

Our notes in circulation are $169,837 greater than a year ago.

QUICK ASSETS—CURRENT LOANS.

As before intimated our quick assets have increased during the year, the ratio to liabilities to the public being 55.17 per cent. at the end of October, 1914, as compared with 49.69 per cent. at the same date in 1913. It is satisfactory to be able to state that this has been accomplished without restricting the legitimate demands upon us by our merchant and manufacturing clientele in Canada. It is the case that our current loans in Canada, which, as you are aware, are mainly to the mercantile community, are lower now by $10,172,653.79 than they were at the corresponding date last year, but I desire to make it quite clear that the reduction was ante bellum, and that there has been an increase of over three million dollars in such loans and of over thirteen million dollars in total loans in Canada since the outbreak of war.

It is only fair to add that the wisdom of keeping our secondary reserves—viz.: our call loans—in London and New York instead of in Canada has once again been strikingly demonstrated. If the war had found us in a reverse position it would have indeed been a serious matter, not only for ourselves, but for the entire community. In other words, the wisdom of this Bank in having its call loans available outside of Canada in time of stress is now being splendidly justified.

MUNICIPALITIES.

Our loans to Municipalities stand at $9,017,324.26, as compared with $5,227,905.74 at the corresponding date last year. A very large proportion of this sum has been advanced in anticipation of tax payments.

Loans have been made against the security of debentures in certain instances, but only as a matter of public policy to enable our civic clients to pay for work to which they were committed, or where the health or safety of the citizens was at stake. We have felt it our duty to urge upon both our Provincial and Municipal friends the wisdom, if not the imperative necessity, of refraining from committing themselves to fresh capital outlay and of limiting their expenditure to essential undertakings. I am glad to be able to say that as a rule our advice has been well received and in most cases conscientiously followed.

PROVINCES.

I would now like to briefly recite to you the situation as we find it in our various Provinces:

PROVINCE OF ONTARIO.

General conditions in Ontario are moderately satisfactory. Crops have been quite good, with high prices, and profitable results have accrued generally to those engaged in agricultural pursuits.

The lumber trade is dull.

The production of silver in the Cobalt District shows a slight falling off.

Manufacturing has been quiet, with a material reduction in the labor employed, particularly in those industries producing machinery and agricultural implements.

Wholesale conditions are reasonably satisfactory, but retail merchants are feeling the decreased volume of business consequent upon reduced wages and pay-rolls.

Urban real estate is inactive, but a lower level in prices is inevitable.

PROVINCE OF QUEBEC.

Reasonably satisfactory conditions prevail throughout the Province of Quebec, which, if less progressive than some of its sister Provinces, is also for the same reason less liable to periods of depression.

Agricultural conditions have been reasonably good.

The lumber trade has had an average year and the price and demand from

Great Britain are improving, due to the closing of the Baltic and the curtailment of the cut in Russia consequent upon mobilization.

Manufacturing industries have been quiescent with fewer operatives employed, but textile and certain other lines are stimulated by orders from abroad.

There has been little movement in real estate, but nominal values have not appreciably fallen.

MARITIME PROVINCES.

Though the Maritime Provinces are not enjoying the same measure of prosperity as a year ago, economic conditions may be summed up as being fairly healthy, and surprisingly good as compared with those the world over. This, perhaps, may be attributed to the fact that previously there has been an absence of inflation and fictitious prosperity, and consequently no severe reaction.

The farmers are more than usually prosperous. The apple crop has been large and of excellent quality, but this unfortunately is offset by the low prices prevailing.

Much money has been invested in the black fox industry, but this business has proved hazardous, and the possible result of a marked decline in prices must not be overlooked.

The demand and price for lumber declined during the early part of the year, but the foreign trade is improving with a resultant upward tendency in prices.

The fishing industry has been less satisfactory. The catch shows a reduction and lower prices prevail.

There has been a diminution of upwards of 250,000 tons in the coal mined in Nova Scotia as compared with last year, largely accounted for by the partial closing down of steel plants and other allied industries. This unfavorable feature of the situation is reflected in the manufacturing towns.

NORTH-WEST PROVINCES.

In the North-West Provinces agriculture and stock-raising are of primary importance, and all other industries and businesses are more or less directly or indirectly dependent upon the success of the farming community.

The results of the crop for the year 1914 have been satisfactory. Certain districts suffered severely from drought at the critical period, and the total yield is consequently less than last year, but with the higher prices prevailing the value of the grain produced is somewhat greater. More land is being brought under cultivation, and owing to the early harvest and a favorable autumn it is expected that a record acreage will be under crop next year.

Mixed farming is receiving more attention with gratifying results and more live stock is being raised.

The flour mills are well employed, but other manufacturing industries are quiet.

Trade conditions are not altogether satisfactory, but credit is granted less freely than formerly.

There has been a decline in realty values with few transactions.

The North-West Provinces undoubtedly are passing through a period of stress, but with their great areas of good farm lands still uncultivated, capable of producing vast food supplies, we look to the future with a justifiable measure of confidence.

PROVINCE OF BRITISH COLUMBIA.

British Columbia, after nearly two decades of almost continuous prosperity, development and expansion in business is now suffering from reaction, accentuated by the general commercial depression and world-wide financial distress.

Agricultural conditions continue to show improvement. Crops are good, but the prices for fruit have not come up to expectations. There is a tendency to increase the production of live stock, for which the demand is good.

It is a matter of common knowledge that the lumber business has been in an unsatisfactory state resultant upon overproduction, restriction in building operations throughout the West, and American competition.

It is estimated that the total mineral production for 1914 will be 75 per cent. of last year. Consequent upon the inactivity of the smelters, the collieries also are not doing so well, and the output of coal has been greatly diminished.

The fisheries have had a successful season. The salmon run has been good, with a ready demand and satisfactory prices. The halibut catch also has been satisfactory, but the market is less so.

Provincial and municipal expenditure is of necessity being curtailed.

The year 1914 has marked an almost complete cessation in real estate speculation with a general decline in values.

NEWFOUNDLAND.

General conditions in Newfoundland, England's oldest Colony, cannot be described as altogether satisfactory.

The pulp and paper industry is normal. The catch of codfish, the great staple product of the country, has been smaller than usual and the outbreak of war practically demoralized for a time the usual markets, resulting in a slackened demand and low prices. In both, however, I am glad to state an improvement is now perceptible. The seal catch was almost up to the average, but the lobster catch has been unsatisfactory.

As trade conditions in Newfoundland are governed almost entirely by the return from fisheries, business generally is affected disadvantageously this year, and the immediate outlook is somewhat uncertain. Nevertheless, it is well to bear in mind that the Island's all-important product is a staple article of food, and it may be that the war, so far disadvantageous, may presently prove otherwise.

MEXICO.

Conditions in Mexico continue disturbed, with business practically at a standstill, and it is problematical when a more settled state of affairs may be expected.

The business of our office in Mexico City has been reduced to the lowest possible limit and is being ably conducted under exceptionally trying conditions.

THE EFFECT UPON CANADA.

Your President has adequately reviewed the general situation in a masterly manner that makes further remarks superfluous, but perhaps I may be permitted to say, in summary of my own comments, that from the financial point of view the outstanding result of the war upon Canada has been the instantaneous stoppage of the supply of British capital, to which we had become so accustomed, that sight was too frequently lost of its importance as a factor in the development of the Dominion.

Money from this source flowed to us in such increasing volume that during a considerable ante bellum period it amounted in round figures to at least $25,000,000 per month. Canadian public borrowings from the London money market for the seven months ending 31st July were $177,000,000. Since the outbreak of war the inflow of such capital has ceased.

This monetary deprivation, coupled with the necessity of using our earnings and income for the purpose of paying to Great Britain interest on our indebtedness of $2,800,000,000 to London has brought home to us the extent to which the London money market and the British investor have been our friends, indeed our partners, in what might be termed this colossal Canadian enterprise.

TRADE.

The trade situation we are now facing is that, owing to our present inability to borrow by public process in the London market, we seemingly must limit our imports to the approximate volume we are able to pay for in exports, or we must borrow elsewhere; that is, in the natural assumption that we wish to avoid reducing our cash capital.

There is an alternative, for it will be obvious to the most uninitiated that if our good neighbors in the United States desire us to purchase from them in anything approaching the volume of the past, they must, at least during the war, whilst the London market for public flotations is closed, provide us with the wherewithal in the shape of loans to our principal public borrowers. If they adopt this course, and a commencement has already been made, it will be clearly advantageous to them and to Canada.

HOW CANADA IS STANDING THE STRAIN.

In conclusion, the financial position of our country now is that, consequent upon the prompt measures adopted by our Minister of Finance, and, owing to the elasticity and excellence of our Banking system, Canada is standing the strain without collapse. We are adjusting ourselves to the heavy burden thrust upon us without warning whilst in the constructional stage, and though here and there weak spots will develop, the general structure will surely stand the strain, and we hope and believe, we, as a country, can safeguard the situation.

It is obvious to everyone in the Dominion and to our friends abroad that we are cast upon our own resources, that we are on trial, and that our future development will depend in no small measure upon the condition in which we emerge from this trying ordeal. The longer the duration of the war, the more will the colonial props of the Empire, including Canada, suffer, but good will come out of evil, for our energies will be turned to the development of our great natural wealth, particularly our vast agricultural resources, and we can then look forward with confidence to eventually emerging from present conditions a wiser people, with our affairs on a healthier, more normal and sounder basis than that with which we were threatened.

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the Chairman as follows: Messrs. R. B. Angus, D. Forbes Angus, A. Baumgarten, Huntly R. Drummond, C. B. Gordon, E. R. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, Wm. McMaster, H. V. Meredith, M. Morrice, Sir Thomas Shaughnessy, K.C., V.O.

The meeting then terminated.

At a subsequent meeting of the Directors Mr. H. V. Meredith was re-elected President.

Annual Stock Taking in Men's Wear Stores

Using Slip of Paper for Each Shelf and Deducting Sales as They Are Made — Keeping Record of Month Goods Were Bought — Sane Methods in Use.

THE taking of stock this year will be an important event in most stores, and is likely to disclose interesting situations that have never been encountered before. The task may not be as pleasant as in former years. Nevertheless, stocktaking is a necessity in well-managed businesses, and it is those who have taken stock regularly and have acted wisely on the results obtained who will find the task a pleasure.

Stocktaking is an operation intended primarily for the purpose of determining the standing of the store. Usually it occurs at the end of each year, in January or February, when business is slackest. In larger stores, where it is more difficult to keep track of stocks, the operation is performed three times a year, usually in January, early in August, and late November.

Systems in vogue vary considerably. Some men have their own ideas of taking stock, but the primary object is to find out the number of articles in stock and the cost price, and from that to work out by multiplication and addition the value of stock on hand.

Counting vs. Measuring.

In dry goods stores, where there is yardage goods in bolts, such as cloth, ribbon, lace or embroidery, the operation of measuring is facilitated by the use of a machine. In a men's wear store this cannot be done, and the merchant must resort to the system of counting each article.

It is rare that a store can find time to perform this operation in a single day. More often it is done in spare moments.

Deduct Sales From Slip.

As each drawer or shelf is counted, a slip of paper is left somewhere handy, bearing a list of articles and the price. As sales take place during stocktaking, it is a simple matter to deduct the number sold from the total on the slip, thus giving an accurate idea of stock on the day these slips are collected.

Indicating Month Bought.

A large Montreal store attaches a small ticket to every article in stock, which bears the number and letter of invoice, with a letter to indicate the month the article was taken into stock. For instance, a cap would be marked 7050 A B, the B indicating that the goods were received during February, which would be entered on the slip 7, 7050 A B, at 8.50, supposing there were seven in the drawer, the latter being the retail price on the small ticket. From invoices the office staff can determine cost prices, and the number sold.

In taking stock it is often necessary to use discretion in regard to lines which have been in stock so long they have depreciated considerably in value. In smaller stores the proprietor himself can decide how this shall be marked. In larger stores the department manager is responsible .

There are firms who more or less govern their buying for the next season from information picked up during stocktaking. For instance, a house finds they have sold twice as many shirts at two dollars than at a dollar and a half. This gives an idea of the direction in which they should steer the following year.

TRYING IT ON THE DOG.

In a San Francisco men's store a new idea in "living models" for the display of goods has been tried—as a "model" it was a failure; as an attraction a great success. In the window was a good-natured, well-trained bull dog attired in a collar and cravat, of which he seemed very proud. "Trying it on the dog" seemed a satisfactory recommendation for neckwear to judge from the sales which resulted.

NEW LINE OF USEFUL WORK.

A system of welfare work for the benefit of their employees is carried on by B. Altman & Co., of New York, along somewhat different lines from most firms. The medical attention given to employees is made more than a perfunctory inspection. The heads of departments are instructed to glance at each employee when the store opens in the morning, and if they show signs of illness they are sent up to the medical director. Frequently it is a mere question of rush or needed food, but often something serious is the matter, and in this case the employee gets a card with the doctor's list of suggestions by which they may recover their health again. For those who require immediate attention there is a hospital with nurses, and for all employees a restaurant with food of the best quality, and prepared in charge of a capable cook. The firm charges only enough to cover the actual cost of the food and the management of the restaurant. A rest room is provided for the employees, where they may spend a short time after luncheon. For the younger girls, instruction from a school teacher is given for a part of each business morning.

LEARN SHOWCARD WRITING

IN times of war prepare for the prosperity that is sure to come, when peace is declared, by learning to WRITE SHOWCARDS through the Edwards short-cut system. This course will put you in the front ranks for a good position.

THE SHAW CORRESPONDENCE SCHOOL
Yonge and Gerrard Sts., TORONTO. Mention this paper
Write for Handsome Two-Color Prospectus. Write to-day

CEETEE
Worn by the Best People
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UNSHRINKABLE
UNDERCLOTHING
Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.
PURE WOOL ONLY

Selling Evening Wear Difficult These Times

Tendency to Make Morning Clothes do for all Functions Arises Out of the Cosmopolitan Character of Those Functions Just Now —Patriotic Concerts Taking the Place of Dinner Parties, and Full Dress is Not Needed—Window Display Ideas for After Christmas and February Selling of Evening Wear.

IN a season of economy, the first things in which thrift is exercised are luxuries, not necessities. They, like Tennyson's brook, go on for ever. When the money markets of the world become tied up, the sales of bread do not show any appreciable difference. But the sales of automobiles and phonographs do. You can live without a player piano—it might be as well for their neighbors if some people did -but you must have bread to eat and milk to drink. The same principle applies with regard to dress. Obviously, some dress is necessary, but new dress may be done without, and function dress is sidetracked, while all-round attire is made to serve evening as well as day purposes. The men's wear stores are finding that this year there are comparatively few evening suits being sold. Men are buying a new lounge suit—if they have a new suit of any kind—and making that do.

This policy is to a certain extent in line with circumstances. Usually by December the "season" has commenced. Dinner parties, theatre parties and the like are in full swing by Christmas, and continue right up till early Spring. This year, however, it is not so. The war has made the difference. To begin with, many people who ordinarily would give a few dinner parties, are giving the money or a good part of it that they would expend in this way to patriotic funds and so forth. And, moreover, people are spending their time attending patriotic concerts and functions whose object is to raise money for the soldiers and Red Cross organization, and as these embrace people of all sorts and conditions, and have an appeal to everyone from a millionaire downwards or upwards, if you will—dress is not worn so much. Consequently, dress is not sold so much. Dealers agree that their sales of evening wear this year for men have been comparatively small.

February the Best Month.

Of course, there are January and February still to come, and February is regarded as a big month for pushing evening wear. January is a time when the windows are taken up by displays for sale purposes, and after they are through, a special effort is made by most retailers in February to sell evening wear in particular. Firms sort up sizes for Spring selling. Usually the February sale of evening wear goes pretty well, though full dress is a much better seller, inasmuch as the man who wants to attend all sorts of functions—dinners, theatres, card drives and so on—and yet can only afford one evening suit, invariably gets a full dress suit. Paradoxically you may wear a full dress suit at a dinner, but you may not wear a tuxedo suit at a dance. February is a good month for pushing evening wear, because it is a big month for functions, the biggest in the season really. And this year more than ever the tendency will be to leave all entertaining that can possibly be postponed until late in the season.

Attracting the Buyer.

There is a perpetual discussion as to the advisability of using the price ticket in the window of men's wear stores. Whether or not it is advisable in general apparel, it is the rule—more or less general—to dispense with it in the case of a window displaying evening wear only. The best thing is a well-done, attractively-worded large card. "Correct Formal Dress for the Well-dressed Man," or "Would you be De Rigeur?—then See Our Window," or something along this line.

A rather attractive ticket was in the Cambridge Clothes Store's dress window. It was a white card, inset in a black, about 9 by 6 inches, bearing the words: "Correct Formal Dress," neatly printed, leaving lots of white space. Then, pinned through the card was a white flower, the finishing touch to the severe attractiveness of the black and white evening garb of a man. That flower was a good display "stunt."

When Ticket May be Used.

The idea of dispensing with an actual price card in a dress window is because, in the main, the window featuring that sort of thing is attractive to the man who has the money to bother with evening wear. And if he has, he will be interested enough, should a particular display strike him, to enter the store and make enquiry as to price. At the same time, when a retail store has been offering its wear by advertising in the papers and quoting a stated price, as for instance, "full dress, $30; silk-lined, $5 extra," then the ticket should be in the window to show the public who have read the ad. the thing talked about therein.

If window display is an important thing in all times, "a fortiori" it is in times of financial stress. The retailer has to put forth all his efforts to lure the man in the street on to buying, particularly anything which is in the nature of a luxury. I am told that there will be no price-cutting resorted to so far as evening wear is concerned to catch the business. But, then, this line is not a staple, of course, and it should not be necessary.

What Montreal is Showing for Formal Evening Wear

By Staff Correspondent.

THERE are stores on St. James Street, Montreal, which display evening dress from year's end to year's end with the knowledge that in the financial section of the city the demand is constant, and that those who display also sell. The day when one particular store was looked upon as the one and only place for evening clothes has gone. It has come to this, that evening clothes, like ribbons, hardware or apples, must be displayed or kept on the shelves. Some of these stores, following the tendency in every other line of merchandise, have been displaying garments, the tickets on which bear two figures, of great disparity, the upper of which is disfigured by two thick red lines. Merchants admit this does not look nice, especially in high-class stores, but they cannot help themselves. One of the largest stores on St. James Street announces in gigantic letters that they are selling at January prices.

All this will come to an end before Christmas, when these stores who con-

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Artistic Trim of Correct Evening Dress

(Completed Within an Hour)

This trim of formal evening wear that was put in the window of Fitzpatrick & O'Connell (Cambridge Clothes Shop) for The Review, by R. C. MacDonald, attracted much favorable comment during the short time that it remained in the window and was indeed a distinctive piece of work. The color scheme was delicately handled: puffs of old rose silk over the neck piece of the forms, gold velvet drape with the palms, light oak background (painted out in the illustration owing to the electric reflections), and the black and white of the evening wear made a rich combination. The whole trim is well balanced with two dress suits and an overcoat on stands as the basic units, with a throw-over and tuxedo on Circassian walnut chairs. The finishing touches consisted of white gloves with black facings; a white vest draped with a cane and three more along the base of the trims, and one most artistic device,—a white carnation with green foliage attached to a black card with white inset and gilt edging, on which was inscribed: "Correct Formal Clothes." A highly creditable piece of work withal!

The central unit was the latest cut of evening dress; the coat with short, wide lapels, with soft roll, made not of corded silk, but one of a satiny finish; four buttons, closely fitting around the waist; cuffs on sleeves bound with silk. Vest of pique, fancy figured, shaped at bottom to correspond with coat, and with similar roll lapel; mushroom shirt with double cuffs, semi-laundered; black piping and guard; small wing collar; tie of silk with black edging.

A white carnation completed the outfit, while the old rose puff added the requisite, a warm and rich touch of color.

The dress suit on the left was a trifle more conservative; with three buttons, no cuffs and no binding. The cut was for an older man. The rest was of a similar cut to the coat, and the old rose puff toned up the trim.

On the right was a Chesterfield overcoat of dark grey cloth, silk lapels and three buttons, also fitted with a puff.

Upon the chair on the left was an easy grouping of accessories, silk hat, gloves, and a very handsome but simple throw-over, of dark grey cloth, silk-lined, bound with broad band inside; straps for holding, no buttons.

On the other chair was a Tuxedo, wide, high lapels, with one button.

The canes used were of ebony and mahogany, with silver mountings.

The two palms were mounted on oak pedestals about 18 inches high, and draped with gold velvet to match the woodwork, the plush covering the pots and falling down to the ground.

The fixtures, it will be understood, are such as not to clash with the goods shown.

The three forms are of papier-mache, covered with black cloth, and were designed for the firm and a beautiful fit is secured, as on a live model.

It should be noted that Mr. MacDonald makes it a practice to use small sizes in the windows, 34's and 35's, believing that clothes on smaller forms look the neatest and never seem too large for any window.

The whole trim was completed within the hour.

WHAT MONTREAL IS SHOWING FOR FORMAL EVENING WEAR.

(Continued from page 58.)

sider evening dress a staple, will remove their cut-price tickets, and dress a window of surpassing excellence that will draw customers for Christmas gifts. The average store has not yet begun to think of evening dress except to catch trade for a few dances. Supplies of new lines are just arriving, and manufacturers in certain cases have not placed their goods in the hands of retailers.

Black Figures on Mushroom Shirt.

Whatever the cause, little new has arrived either in dress suits or accessories. There are distinct novelties, however, both in waistcoats and shirts. One of the smartest things is a white mushroom pleated shirt. White mushroom shirts will certainly have the biggest call this year, especially among the young men; but the shirt referred to above has something new in the shape of small woven black and white figures on the bosom. These will retail from $2.50 to $3. Mushroom pleats will be worn both for dress or with tuxedo. There are some houses who have not taken kindly to the mushroom pleat in the belief that evening dress is standard, and the plainer the better. It is a fact that the demand for the plain white shirt will enjoy a large sale among the older men, but there is no doubt that after a year the mushroom pleat has ingratiated itself in the favor of the younger men.

Waistcoats of V Shape.

Waistcoats are being made with a more perfect V opening. Last year the shape was more like the letter V. One of the daintiest things being shown this year is of white silk containing a small flowered pattern, the lapel being of white satin, which is in marked contrast with the flowered silk, and gives a very pleasing effect. Besides these, the usual cord silks and fancy piques are being shown.

For dancing, a black silk sock will be worn considerably, with cashmere heel and toes. These were introduced last Spring, but are still good sellers for dancing. As the toe and heel are the points where most wear is encountered, cashmere is stronger than cotton splicing.

A Taper Silk Hat.

The same collars are being worn as in previous years—that is, straight standing or small wings, the latter holding strongest. Plain white ties are being carried by most stores, with very few fancy lines.

A nice new idea in dress gloves is of perfumed kid, having silk and plain fourchettes. Moonstone or pearl studs are very good, some nice novelties being shown this year of pearl, with gold finish.

Plain-headed mahogany sticks will enjoy a better sale this year.

The silk hat this year differs from former years in that it is made with taper crown, having the usual velvet band for dress.

Nothing strikingly new is noticed in suits, except that they are a little more form-fitting than usual.

Late Winter Types of Overcoats

THERE is a decided tendency towards shorter overcoats this season without a doubt, especially with younger men, who place smart appearance before solid comfort. Models are being shown with sloping shoulders, of nap cloth, wide lapel and deep armhole, and horn buttons. Popular fancy runs in the direction of double rather than single-breasted.

To meet this tendency for shorter garments, the Balmacaan has been made of heavy-weight cloth for Winter. This is something new in the way of Winter overcoats, and it is doubtful whether they will be received favorably except by the younger men. It is an easy-fitting throw-on coat, with wide flowing sleeves, and is made with the military collar.

A New Winter Type.

Some idea of the trend of fashion can be gauged from a new Winter garment recently put on the market by a well-known Canadian manufacturer. Its chief attractions are its athletic freedom and the broad velvet collar. It is a double-breasted topcoat, a three-button Chesterfield type, made in good Winter weight overcoatings.

The Canadian ulster is on the market again, and will enjoy a sale equal to that of former years. It is a coat that seems to meet the needs of the average Canadian as well as anything. It is being made with generous storm collar, two-piece belted back, as well as with the storm collar, with three or four buttons.

Green Chinchillas.

In cloths, chinchillas, tweeds and naps are being used extensively. Grey chinchillas, judging by the number seen on the street and displayed, should be good sellers. Green, however, seems to be the prevailing shade, and some beautiful broken plaid designs and shadings of green interspersed with greeny-blue shades, are among the designs which were popular in the Fall, and will be, no doubt, throughout the Winter.

Burberries are being imported, unlined and loose hanging, which wrap around the figure like a steamer rug. In these the cloths are mostly naps, with small subdued checks and mixtures. Some are lined over the shoulders and sleeves, and have a wind-guard in the sleeve which can be pulled down, and which snaps around the wrist. This makes a fine coat for riding or motoring.

Electric Suits

French scientist says we can wear electric storage battery and keep warm.

THE New York Sunday American contains an interesting account of an alleged discovery by a French scientist by which heat can be kept in clothing. Clothes as worn now do not produce heat, and they keep in only a very small percentage of the large amount generated by the human body:

"A French scientist, Professor M. C. Herrgott, of Belfort, has at least succeeded in producing suits made from an electrically wired fabric which meet all practical tests. Experiments recently with them at Bordeaux, under the direction of Professor Bergonie, the distinguished scientist, show that they leave nothing to be desired except as to their cost, which is altogether too high.

"In the suits, as made by Professor Herrgott, the wiring is woven into the cloth so that only an expert would know it was there, and so that it does not in the least affect the appearance of the fabric or its suppleness and wearing qualities. The metal used is an alloy which is very light and will not rust, and the construction is such that a short circuit, with the consequent shock or burn to the wearer, is practically impossible.

"One of these electric suits can be connected to any electric current of ordinary voltage, as you do an electric iron or a fan or a lamp. Storage batteries carried in the pockets will be sufficient to keep the suits heated for short periods, and automobilists can make connection with powerful batteries in their cars when they feel the air is too cold."

NO CUTTING UNTIL FEBRUARY.

In one of the leading cities of Iowa the men's wear stores got together and agreed not to cut prices on clothing until after Jan. 1, and only then on suits. Overcoats would not be cut until after Feb. 1. They claimed that the winters were beginning later out West and there was now a fine chance for selling all through January.

Father and Son Can Wear the Same Styles

A father, about forty-five, and son, who may have cast his first vote, stood talking together. Both were clean cut, well built, and well groomed. Both were noticeable because of their stylish appearance.

But here is the odd part: THEY COULD HAVE CHANGED SUITS AND NEITHER WOULD HAVE LOST A BIT OF THEIR SMART APPEARANCE.

When the statement is made that a well-dressed man of forty-five and his son of twenty-one can change clothing and both appear equally well dressed—and the accompanying is from the advertisement of one of the big American clothing houses—we may stop to add the proverbial grain of salt, but, generally speaking, we must agree with the idea emphasized, and that is that the middle-aged man is keeping in touch with the young idea in his dress.

Paraphrasing, we might say that a man is as young as he dresses. But the average male when he gets to the age of forty-five can hardly expect to change clothes with his down-chinned son. The point is that it is the modern tendency for the middle-aged man to look as young as his bout with time and nature will permit. Modern business demands a man of smart appearance, and the impression of aggressive youth is an important asset.

No longer is it necessary for the man who sits in a swing chair to wear a frock coat. One of the first assets of the modern business is aggressive activity, and we cannot picture a progressive merchant or manufacturer wearing a costume such as is usually credited to the corn doctor.

Of course, there is a marked difference between some of the extreme suits of the "college boy" variety and the business sack of the middle-aged man. But the business suit of the young man cut on the latest lines varies but little from that of his father except in those departments where changes are so often necessary owing to the effect of the passing years upon the figures. And in the materials there is no difference whatever.

Remarks more or lgess suggested by the comic papers are heard commentory of the tendency of modern woman to defy the advance of years by dressing in the same style as her daughter. There are few models now for the woman of middle age which, so far as style is concerned, would not suit the debutante. Man in his dress is following the example of the weaker sex (no discourtesy meant to the militants).

And nowadays there is no reason why the father should not buy his suit ready-made just as well as his son. There are models for both. Wonderful strides have been made in the past ten years in the making of clothing, and to-day the man who wishes a suit at a moderate price usually gets better satisfaction in buying a good ready-made suit than with the custom tailor; thirty dollars to-day is just as often paid for a ready-made suit as was fifteen dollars a decade ago—any clothing salesman who has been in the business that long is well aware of this.

Christmas Windows

These Must be Depended on Most For Sales the Last Week —Prices or no Prices.

OF course, window dressing is an important feature. The great necessity in display science is novelty; there is a perennial need for it But, novelty or no novelty, Christmas suggestions in holly and green stuff, and colored bunting, mock snow, and so forth—all this attracts. Once the shopper is attracted to gaze over the windows, it is more than likely that he or she will see something that takes the fancy, and will go in and buy.

A NEW TYPE FOR WINTER.
This has a certain athletic freedom about it; broad velvet collar, three buttons. Courtesy of Semi-Ready.

Ads Last Week Don't Count Much.

Most retail stores in the men's wear business agree that advertising the week before Christmas is not much good. People are too busy looking at shops for what they want to bother reading ads in papers. Those are good policy at other times, but not when the shopper is hustling and bustling around to get through the Christmas shopping quickly and yet in a way that leaves a satisfied impression.

When Price Tickets Are Wise.

There is considerable discussion as to the question of price tickets. Many dealers think it expedient to use them with the articles in the windows. Others disagree. Largely it is a case of where the store is situated. If it is a more or less exclusive locality, price tickets are superfluous, if even they may not be considered bad policy. A store which has a high-grade reputation can expect people to come in and look at their offerings and ask questions as to price. A store on a street which is the shopping Mecca for all sorts of purses, long or scant, should, on the other hand, price the goods in the window. It is safe to assume that the great proportion of people coming up and down in front of a window in this class will want to know quickly whether they can afford are article they see displayed or not, without bothering to go in and ask.

It seems to be axiomatic that retailers of men's wear articles would be foolish to cut prices just before Christmas just "to catch the trade." The thing to remember is this: while you are out to sell your offerings, the Christmas spirit the last few days is such that people don't haggle over prices very much. Christmas is in the air, they need goods in a hurry and so they are willing to spend their money in many cases lavishly, and in the majority of cases at any rate, quite freely, and they won't insist on out-of-all-reason cheapness.

The "Usefulness" This Year.

There is this one thing to prognosticate about the pre-Christmas week this year in its relation to men's wear salesmen. It will probably be a satisfactory time for them because everybody is buying useful things as gifts. That is the men's wear salesman's pull this year Play up the idea of the useful present, and play it up big. It will have to be the order: thrift is the great slogan these days. See that you take advantage of it.

Odd Twists and Fancies in Men's Fashions

WANAMAKER'S HAVE INTRODUCED a new hat which has two rows of cord for a band in place of the usual ribbon.

* * *

IN JEWELRY FOR INFORMAL evening wear there is a tendency for black and white. Small diamonds or pearls are found with onyx.

* * *

IN NECKWEAR THERE ARE indications that military red and French blue will be strong for Spring. Blue and white combinations are coming in fairly strong.

* * *

TWO PREDICTIONS FOR SOFT HATS for Spring are gaining support recently: the pearl colored and black. Dealers are reluctant to place orders with the color uncertainty that is prevailing.

* * *

THERE IS LESS OF COLOR shown in evening wear than usual, but in New York there is a mingling of a deep purple velvet for the waistcoats with black coats. A few deep blue coats have velvet waistcoats of the same color.

THE BALMACAAN is still having a sale even for Winter wear and orders for next year are fairly liberal a number of mills are showing a wide range of materials for Balmacaans for next fall.

* * *

MANY PATTERNS OF SHIRTS in very loud plaids are being shown in several large U.S. cities, both plain fronts and tucked, and the merchants are surprised at the response of the public.

* * *

A REPORT FROM ENGLAND states that the bow at the back of soft hats has been tabooed because it originated in Austria. The same fate befel the feather in the band, and for the same reason.

* * *

AN UNUSUAL TYPE OF JACKET is being shown in New York for informal evening wear. It has three buttons and a straight front with high opening and narrow shawl collar faced with bright satin. This does not come to the edge, but there is about one-quarter of an inch of the cloth there. Narrow cuffs are treated in a similar way. The three pockets are horizontal. Three satin stripes run down the trousers.

GIVING EXACT NUMBERS.

Wanamakers Tell You They Have 528 of This and 74 of the Other.

It has long been a custom of Wanamaker's, New York store, to advertise a definite number of goods on sale in connection with the announcement of the reduced price. The following is a good example:

"Two of the most dependable and enterprising manufacturers," they explained, "anticipated a large demand this season for high grade clothing. They bought heavily here and abroad of both overcoatings and suitings. But the demand did not materialize: and the Wanamaker store, as the largest, quick distributors of men's clothing, were privileged to secure their stocks. We took only the best—3,784 fine overcoats and suits, made up in fabrics selected by us, in the manner specified by us, at averaging below manufacturing cost." The stock of overcoats which they offered at $24.50 measured, they said, by the prices on their regular stocks of clothing, graded up as follows: "396 are of $35 grade; 401 of $40 grade; 373 of $45 grade, and 293 of $50 grade." The suits offered at $18.50 were made up of the following: "294 of $25 grade, 247 of $27.50 grade, 212 of $30 grade, and 248 of $35 grade."

To Mothers

Dear Madam:—

"What every mother knows" probably includes a realization of the fact that "Boys are hard on their clothes."

And knowing that, she wants clothes sold by a retailer who is aware of the same facts.

We are makers of good clothes for boys with special features of our own that you will not find in other makes. Our new styles for Fall and Winter are ready for your inspection and include many novelties that are sure to interest you in suits, overcoats and reefers.

Every garment has been marked with a price that means full value for every dollar you spend and with the full understanding between us that your money is only on deposit until you are pleased. You see we have FAITH in our garments, in our methods, in our salesmen, and in ourselves. Can you imagine any better reason for our success?

With all good wishes,

We are yours truly,

OAK HALL CLOTHIERS,
Cor. Yonge and Adelaide sts.
J. C. COOMBES, Manager.

WHOLESALE PRE-INVENTORY SALES.

Marshall Field & Co., in their weekly review of the dry goods trade, say:

"The advent of cold weather has produced seasonable activity in both retail and wholesale dry goods business. Orders for cold weather lines of dry goods have materially increased from road salesmen by mail and telegraph, and orders for merchandise for Spring delivery show signs of improvement, although merchants continue to be governed by conservatism.

"Active preparations are being made by Chicago wholesalers for the semi-annual pre-inventory sale of Monday, Tuesday and Wednesday, November 30, December 1 and 2.

"The cold weather will undoubtedly reduce retail stocks to such an extent that we anticipate a good attendance of buyers at this sale."

CLOSE SATURDAYS AT 6 P.M.

James Ramsay, Limited, large department store proprietors in Edmonton, Alta., have decided to close their store on Saturdays at 6 o'clock, beginning on December 26. Extensive alterations have been taking place recently and these, the management feel, will enable everyone to do their shopping before that hour. This will mean a big boon for the clerks, and the proprietors are to be congratulated on this courageous step.

Will the $2 Hat Become the Most Popular?

Tendency in New York Appears to Be in That Direction and Some Outstanding Successes Strengthen This Position—Manufacturers Opposed—Opinions of the Trade.

ONE of the most significant features of the hat market at the present time is a pronounced tendency toward $2 hats, says "Men's Wear," New York. Apparently hats of this particular grade and price are becoming more popular with the consumer all the time, and probably more of them are being made and sold now than ever before. The fact that interest in $2 hats is gradually increasing throughout the retail trade may be observed in more ways than one, but especially is it reflected in the growing number of inquiries that are being received from merchants in various sections of the country, asking where they can buy hats to retail at this price. More and more, it seems, the impression is being created among the people in certain localities that $2 is the standard price to pay for a hat, and while this may not be in direct accordance with the best interests of the hat industry, there are unmistakable evidences that such a tendency does exist, nevertheless, and nothing in particular is being done to counteract it. This is a subject in which every retail hatter, whether he sells $2 hats or not, ought to be, and no doubt most of them are, deeply interested.

No Upward Move in Hats.

Why should a man, it is argued, who wears a $25 or $30 suit of clothes, a $5 pair of shoes and a $1 or $1.50 tie top off all these things with a $2 hat? For some time past the tendency in other articles of wearing apparel, clothing, furnishings and shoes has been distinctly upward—that is, toward better qualities—but not so in hats. Even the unusual economic condition that is prevailing now has not materially affected this order of things, for as a rule men are continuing to buy the same qualities of goods now that they were accustomed to before this depression set in, though probably not so frequently or in the same quantities. Hats are the only article of men's wearing apparel in which the popular trend of quality and price is downward, and there are many arguments against this course, considering the importance of a hat in a man's attire.

Think, for instance, of what women pay for their hats, and how often they buy new ones. Compare the profit realized on the sale of $2 hats with that on $3, $3.50, $4 and $5 hats. Manufacturers of high-grade hats, with few exceptions, admit that a strong undercurrent is flowing in the direction of popular-priced goods, but none of them are making any determined effort to check it. Some claim this demand originates with the consumer, while others declare it is created by the retailer, so it is difficult to really place the responsibility for this condition.

"The Cleverest Man in the Business."

A chapter about $2 hats would hardly be complete that did not contain some mention of Truly Warner and the remarkable success he has made with his chain of stores, specializing on $2 hats. This man has become a power in the hat business. He is not only to a considerable extent setting the pace for style in men's hats, but, in the opinion of many, he is setting the standard, too. It is due to his efforts and his way of doing business, probably more than anything else, that the $2 hat is now receiving such recognition by the consumer and throughout the trade. There are some manufacturers and jobbers who admit that they cannot get certain customers to place their orders until they know what Truly Warner is going to show. His styles are copied far and wide, and by his progressive advertising methods he is teaching men, both young and old, to believe that $2 is the right price to pay for a hat. His influence is being manifested throughout the country, and as a result thereof $2 hat stores and departments are being opened and established everywhere. There are other concerns successfully operating chains of $2 and $1.50 hat stores throughout the United States, particularly in the larger cities, but none of them is given as much credit for popularizing the $2 hat as Truly Warner. His values, style and quality are generally acknowledged in the trade to be a bit superior to those of his competitors, and it is said that he is giving proportionately a better value for the money to-day than a great many $3 hatters are. Here is what a manufacturer of high-grade hats who, of course, does no business with Truly Warner, says about him:

"Truly Warner is, without doubt, the cleverest man in the hat business to-day. He stands head and shoulders above everybody else in the retail merchandising of hats, and although I hate to see any business thrive that tends to produce a lower standard of goods, I would be very narrow minded and prejudiced not to admire his aggressive tactics. There are probably several of us manufacturers who would like to see him go out of business, because there is nothing in the $2 hat business for the manufacturer but that does not reflect upon the fact that he is a wonderfully successful merchant."

A jobber of cheap hats made this very frank statement:—"It's the man on the street, the consumer, who is responsible for the increasing demand for $2 hats."

Consumer's Attitude Towards $2 Hats.

It used to be that the average man who wore a $2 hat was ashamed to admit it, but now his attitude has changed. Try to ridicule him about it now and he will answer, "Yes, I'm wearing a $2 hat. What of it?" A prominent business man remarked the other day: "I bought a $2 hat this fall; a fedora. I am conscious of having paid this price, because I have noticed the advertising of a prominent $2 hatter, have been in his different stores, and have figured that they were all right. I have argued it out this way: What is the good of buying a more expensive hat, for when I get tired of it I can throw it away? This is the first hat for less than $5 that I have brought in five years, but I have found it very satisfactory, and have about made up my mind that I am not going to pay over $3 for a hat hereafter, probably not more than $2, then after a month or so I can throw it away if I don't like it." That statement was made by a man who can well afford to wear hats that cost much more than $2, and it is quoted here because it is quite typical of the reasoning advanced by the average man who is changing from a high-grade to a cheap hat. Others argue that not one man in a hundred, excluding those connected with the hat business, knows anything about the quality of a hat, anyway, and that, so far as style is concerned, that may be had in a cheap hat as well as in an expensive one. To the manufacturer and the buyer who are endeavoring to build up a high-class trade these arguments may sound somewhat ridiculous, but they may be heard time and again, and are mentioned here to show the attitude of the consumer which the high-grade manufacturer and merchant have got to contend with. It is reported that some $2 hatters in the West have adopted this slogan in their advertisements and window show cards: "Don't pay $3.50 for one hat. Add a half-dollar to it and get two. Have a change of hats."

This may not appeal to a large number of men, but it is bound to have an effect in one way or another.

What's to Be Done About It?

"The hat is one of the most important articles of man's wearing apparel," said a maker of high-grade hats, "and there is no reason in the world why the tendency should be downward when the trend in other articles is upward. Hats cost more to make now than they used to, and manufacturers, as a rule, are giving about the same value to-day for $24 a dozen that they did fifteen years ago for $30 a dozen. The manufacturers cannot advance their prices on account of the fixed prices at which the retailers sell hats to the consumer, but they can use cheaper materials, and this they will have to do if conditions in the hat market do not improve soon. However, I believe the time is coming when prices will be advanced, and hats that are selling to-day at $2 will be sold at $2.50, and the present $3 hats at $3.50, and so on. Something like that will have to be done, but just how it's to be accomplished is a question that only time can answer."

The Wholesale Price.

Discussing the question of prices, a jobber of high-grade hats said: "Most of the $2 hats sold to-day cost the retailer $13.50 to $15 a dozen, minus the regular discounts, comparatively few being bought at $16.50. The retailer could not stay in business if he had to pay this latter price for all the $2 hats he sells. To do business successfully he must make a gross profit of at least 33 1-3 per cent. of his selling price, which does not leave him a net profit of much over 10 to 12 per cent. after his selling expenses are deducted." It is pointed out, however, by others in the trade that the selling expenses of one of the foremost $2 hatters in the business are comparatively low, and that he does pay $16.50 a dozen for a big quantity of his hats.

Is there anything that can be done to counteract this tendency toward $2 hats? That's the real vital question with which the high-class manufacturers, jobbers and retailers are confronted. And, if so, what is it, and how can it be accomplished? There are certain facts in the situation that must be faced, and the sooner the better. One manufacturer made the questionable assertion that the less said about this subject the better it would be for all concerned.

High-Grade Hat Department Won Out.

The hat buyer for a prominent retail men's wear concern in New York, which operates several stores in the metropolis, relates the very interesting story of how the firm's high-grade department was established and made successful as follows:

"It is rather difficult for me to express my views on the cheap hat business, because I am interested in a higher grade of merchandise and give about 95 per cent. of my thoughts to my own business and 5 per cent. to the other fellow's. I should imagine the merchants who have become so interested in the cheaper grades of goods, instead of using their own past experience to benefit their own business, are devoting 5 per cent. of their thoughts to their own store and 95 per cent. to worrying about the 'fellow down the block.'

"I am associated with one of the foremost New York retail men's wear concerns, who sell hats at from $3 to $10. This branch of our business was installed four years ago, during the period of what I may term the featuring of sensational styles. I was asked to consider seriously starting our hats at a $2 price. I gave this matter considerable thought, and fought a great deal of opposition from my fellow employes who were consulted on this subject. The fact was impressed upon me by my employers that I must never forget one policy—the maximum of quality at a minimum of price, and still be consistent with a policy of doing business with a well-dressed, intelligent public on a basis of no regrets. We decided to sell our hats at from $3 to $10, and we designed and bought our hats accordingly. The year 1910 found our business very small indeed, but we realized that the foundation was well laid. The end of 1914 will find us doing just seven times as much hat business as in our first year, 1910.

"I do not doubt that we would have an additional volume of business if we sold a $2 hat, but I do not think our gain in volume of business would have given us the foundation we now find ourselves possessed of, and to me an ounce of standard is worth a ton of uncertainties in building a new branch of a well-established outfitting business. If we were in business for a minimum and not a maximum of quality, we no doubt could sell a lot of good-looking hats for $1 each, and those hats would be worth the price asked. But when we make a sale we make it at a price plus a public confidence, and we find our clientele too intelligent to have perpetual confidence in a $3 hat for $2. We retail a $3 hat for $3. Our $3 hats are not worth $4. They are as good as any $3 hat sold in America, and better than most sold at this price.

"My study of the public and their styles to-day gives me one answer, viz.: The sensationally dressed and those of simple elegance. My aim has been to strike a medium by giving those favoring simple elegance enough style without making them unduly conspicuous. We find that plenty of the latter prefer to pay from $3 to $5 for a superior quality."

A well-known jobber and importer of high-grade hats, discussing this subject, said:—

"It strikes me that the reason why $2 hats are becoming more popular with the consumer is simply because more retailers have got a notion in their heads that they can do the business of their city if they sell hats cheap, and instead of a man, as heretofore, going into a store and willingly paying $3, $3.50 or more for a hat, the tendency now is to offer him nothing but $2 goods. As one customer expressed it to us, his reason for this is because he did not have to talk much to sell them. Of course, if a man is in business to have his day's work represent a minimum amount of energy and effort rather than money in his pocket, naturally this is a good situation.

"There is no good reason why $2 hats should be pushed. Hats are costing just as much to make as they ever did. Other lines of wearing apparel are priced higher, and the retailers are getting these higher prices. For instance, many men used to think that 50 cents was as much as they ought to pay for a necktie. Now they are willingly paying $1, 1.50 or more. Again, many standard makes of shoes used to be priced at $3. Now the consumer willingly pays $3.50 for the same shoe. Same way in clothing—all suits are sold proportionately higher than formerly, simply because the style and get-up will interest the man, and he is willing to pay the price. The same is true in many other lines, but the much-maligned hat has been reduced in price through the efforts of the retailers, not because of the demand of the consumer, and now a man is buying a hat for $2 when he could just as readily have been educated to buy a $3 or $3.50 hat.

"As a general thing, no man makes money merchandising downward. Not only his pocketbook but his reputation and prestige have to suffer. If a furnishing goods store makes a feature of $2 hats, everything else that is offered is apt to be brought down in the mind of the prospective customer to the same low level. After the clerk has sold the customer a shirt at $2, a cravat at $1, and other high-class furnishings at a proportionate figure, he is taken into the hat department. He is accustomed to paying $3 for a hat, and if he is offered a hat at $2 he has a feeling, whether he expresses it or not, that all the other merchandise he has bought is rather high priced.

(Continued on page 66.)

Greetings

THE arrival of the usual period for an exchange of Christmas greetings this year finds us in a mood, not for the casting-off of the Yuletide tradition, but for recognizing in it a sentiment of broader significance than has yet attached to it. The Christmas spirit of Canadians in former years passed little beyond the bounds of the Dominion. To-day all Canadians instinctively extend these to their Empire-contingent on Salisbury Plains or already on the battle lines, fighting the world's fight for humanity and civilization. Nay more: to our kinsmen over the seas, and to the allied peoples, knit together by the shedding of blood.

While for all of us there is conquered up an image terribly at odds with happiness and a universal feeling of good-will that hitherto has marked our Christmas tides—the mortal battle strife and the sound of sorrow subdued—it is all but the prelude to the lasting realization of the Christmas message of old: "Peace on Earth, Good-Will to Men."

For the year that is near at hand The Review bids its readers be of good courage, confident that ere many months have passed, the arch-militarist Empire will fall crashing amid the ruins of militarism and that commerce, enthroned again as one of the world's fairest arts, will yield her fruit, unblighted. May the close of the coming year see the words "Happiness and Prosperity" written across the books of the dry goods men of Canada."

SHOW THE GOODS QUICKLY.

"IT'S worth while for any clerk to learn, right at the beginning, how to show the goods quickly," said an experienced hardware dealer the other day. "Quickness of eye and ear and mind are very necessary qualities in the salesman. The clerk's time represents money, and the clerk who is exceedingly slow in serving customers not merely exasperates the customer, but runs up the cost of the sale.

"I had a junior with me last fall. He was a good, honest fellow, and wanted to do what was right; but he was horribly slow. It would take him all of two or three minutes to drawl "Good morning, sir," and as much longer to find out what the customer wanted; and ten minutes would be gone in most instances before he actually got down to the real business of showing the goods. Why, I had another man behind the next counter who would make a couple of sales in the time that chap took to get under way."

Particularly in busy seasons, the salesman's time counts. Where there are a large number of customers to be waited upon within a very limited space of time, the clerk must move quickly. Now and then a clerk tries to economize time by slighting the customer, giving him half attention. This is not good business. It is better business and better salesmanship to learn the knack of quick, efficient, business-like service behind the counter.

Quick service doesn't mean inordinate haste, and constant hustle and bustle. The man who is always in a hurry as a rule doesn't get there. But to think quickly and act instantly and with decision, to say the right word and do the right thing on the spur of the moment, and to keep perfectly cool and good-tempered and unexcited, is a far more important and far more essential item in the making of sales.

"Briskness" is a word which describes the quality of a live, wide-awake salesman. He is quick—but he doesn't allow himself to become excited. He hurries a sale along without appearing to do so.

For instance, a lot of time is wasted in mere gaps in the selling talk. The salesman shows a saw. He lets the customer look it over. "Is this a good saw?" asks the customer. "Will it do for all sorts of work?" The clerk meditates a moment. "Yes, you'll find it a very good saw," he replies.

Yet it is just as easy for the clerk, while handing over the goods for inspection, to say: "For general purposes, doing ordinary work around the house, this is just the saw you want. It's excellent value for the money and ready to use just the way it is." All this can be said in the half minute it takes the clerk to hand the saw to the customer. It saves time, it answers the customer's questions in advance, and—it is better salesmanship. The little bit of sales-talk which accompanies the article predisposes the customer in its favor.

Put in a good word for the goods when you're handing them out for inspection. Don't wait for the customer to ask questions—anticipate him by talking up the selling points. That is the way to save time in selling. More than that, it makes it decidedly easier to sell. The customer feels that you are taking an interest in him, and in the goods, when you volunteer information. And the good salesman always volunteers information that may seem helpful; he doesn't stand behind the counter waiting to be asked.

Try this speeding up process. Don't do it with the primary idea of hustling a sale through for the sake of the time you're going to save; rather keep in mind the idea that quick selling is efficient selling. Don't spur yourself into a frantic hurry. But, keeping cool every minute, just fix your mind on the sale; learn to hand out the goods quickly; get the knack of saying something about them that will help a sale as you hand them out. Speak, not rapidly, but clearly and distinctly, and say just as much as is necessary—no more. And put a touch or two of enthusiasm into your talk. Try to make your customer feel, from your tone and manner, that you're anxious to see him well served, and that you firmly believe the goods you're offering him are the only goods that will fully satisfy his need.

A pleasant, interested manner has a great influence in inducing sales. I have learned that from the buyer's as well as the seller's side of the counter. The indifferent clerk is handicapped by his very indifference; the clerk who is thoroughly interested finds in his interest a powerful ally in securing sales.

A CHRISTMAS CIRCULAR.

Dear Madam,

Why not choose neat, good-looking, well-made "Ties" for your "Christmas gifts."

It is hard to think of a Gift that a man likes better than a well-chosen "Tie"— something he always has use for—something he always appreciates—something which always keeps the giver in mind.

And such "Ties" as we are showing at half dollar to $1 cannot be equalled down-town. But you will appreciate this when you see them.

Each "Tie" will be neatly folded into a Dainty "Xmas Gift Box" (without extra charge).

Let's help you—describe "him" to us and we know the color and design that will be most becoming to "him."

EVANS,
The Neckwear Specialist,
411 *Roncesvalles Ave., Toronto.*

WILL THE $2 HAT BECOME THE MOST POPULAR?

(Continued from Page 64.)

"The whole idea is wrong. The consumer doesn't want $2 hats, but they have been forced upon him by retailers who think that they can do the business of their town by following the lead of a certain class of merchants who operate chains of stores throughout the country, and who, because of their enormous business and large buying power, are able to put out hats at $2 which are good value. These stores sell hats at a very close margin, and a very few of them are making money. Practically every other retailer who attempts to equal the values of these concerns is losing money day after day, whether he knows it or not. To put out a hat to equal the goods shown by these specialists, or large operators, he must pay at least $16.50 a dozen. This hat sold at $2 represents a profit on the sale of 31 per cent., and it is probably costing that man anywhere from 24 to 28 per cent. to do business. And bear in mind he has not made the 31 per cent. profit unless he sells every one of the 12 hats in the dozen at the full price.

"Retailers do not realize the expense of doing business nowadays. They do not realize as they should that every opportunity should be taken to sell better goods, on which there is more profit, rather than follow along the line of least resistance, making a feature of $2 hats because they sell easily, and when the year is out, wonder why they haven't made any money, or possibly how they are going to get enough money to pay their creditors."

SHORTAGE OF KID SKINS.

Glove importers are beginning to worry because the British Government is feeding its Indian troops on the fighting lines on French goats. The real point of grievance is not that the Indian troops "eat 'em alive," but that they have commandered the skins to lie on in the trenches. The estimated number consumed daily is over 5,000. This is done in order that the meal served may not offend their religious scruples. The result is a likely shortage of French kid skins.

No Longer Official Fur Market in the World

No Sales in January, and State of Chaos Continues so Far as Market is Concerned—Although the Season is Open Canadian Fur Dealers Have Not Yet Issued Price Lists, Except Subject to Change Without Notice — Exports Cut off and More Natural Colors Will be Used.

Written after an interview with I. A. Lieghley, of John Hallam Co.

THE fur market at the moment is in very much the same state as the stock market. In other words, just as there is no stock market, there is literally no fur market. There is practically nothing upon which the values of furs can be based. The Leipsic market has been closed by the war; there were no October sales in London, and the outlook to-day is that there will be no sales in January. This creates a situation without precedent so far as the fur dealers are concerned, and each has to act on his own initiative after making his own observations of conditions existing and prospective.

There are, however, two general tendencies which rule the situation. On the one hand, there is the fact that Canada is a fur-producing country, and as such, with the European market eliminated to a large extent, will have a surplus, and the result will be a downward tendency for prices. On the other hand, the supplies of European furs are cut off, and with a shortage of dyes there will be an ascending market for Persian lamb, marmot and some other European furs. To speak more definitely just at the moment would be mere guesswork.

It should be remembered, in addition, that the prices are not regulated altogether by the question of supply and demand in relation to the actual furs, but as well by the influence of financial conditions throughout the world. Furs being a luxury, and being sold on a world market, move up or down with world prosperity. For several years, until a couple of years ago, there had been a big demand for furs throughout the world, with the result that prices reached a high point, from which they began to fall with the turn of the tide at the time of the Balkan war. Therefore, outside of the closing of the markets there is at present the downward tendency which would be the result of the war on the consuming demand. The problem of the dealer is to endeavor to gauge this downward tendency in keeping with the state of the market, which will not be revealed for some months to come.

More Natural Colors.

Looking to the future it would appear that, with the supply of European furs cut off to a large extent—and this condition will prevail to some extent even after the close of the war—there will naturally be a greater consumption in Canada of furs secured on the American continent. At the same time, although some dyeing has been done in Canada, England and the States, the bulk of the color changing has been accomplished in Europe, and, even when the work was not done there, it was done with European dyes which can now be secured with great difficulty. This will undoubtedly mean the more extensive use of natural colors.

So far as supply is concerned, however, while there may be a shortage of some varieties, Canadians generally need have no fear of being unable to obtain furs while the war lasts and after, and what is more, they will be able to obtain them at cheaper prices than have prevailed for some time. The fact that the Canadian exports in 1913 were over $5,000,000 and those from the United States over $16,000,000, illustrates that there is more than plenty on this side of the water to serve our needs. What is worn is largely a question of fashion, and if the supply from Europe is cut off it may be expected that fashion will be made to dictate something that can be supplied. The figures given are particularly emphasized by the fact that Canadian imports were $1,300,000 and the United States over $17,000,000, which almost counterbalances the exports. Other factors to be considered in conjunction with these figures would be that the consumption will be reduced under the present financial conditions, and also that a large proportion of the furs which are listed as imports are also listed as exports at a much less value, as they go to Europe to be dyed and otherwise transformed.

From what has been written it should not be taken that there will be no market for Canadian furs trapped this Winter. To speak a paradox, there will be a market for furs, while there is no fur market. In other words, the dealers will gauge the situation to the best of their individual ability and buy accordingly. Although at the present time the trapping season is open, only one Canadian house is known to have issued a catalogue, and in this case there is the qualification that prices are subject to change without notice, which is another way of saying that there are no prices.

While dealers will not be able to announce a definite schedule for a couple of weeks yet, the general statement may be made that while prices will be lower than in the past few years they will not be so low as eight or ten years ago, and should still provide a fair margin for the trappers. The war continuing for another year would, however, affect the market more seriously, which can be understood from the fact that as high as 85 per cent. of some kinds of furs which are taken in this country have been exported to Europe; in these items there would naturally be a heavy downward tendency with the export market cut off.

For the interest of trappers and others in the trade it might be mentioned here that there appears to be some misapprehension about a fur dealer's license which has been imposed by the Government. This fee of $2 does not apply to those who take the pelts themselves, but to those dealers who buy from the trappers. There was some talk of a direct license on the trapper, but this did not go into effect.

YUKON FOXES.

IN the Yukon a fox from the wild state must be kept in captivity for two years before being exported. This is the effect of legislation passed in March and the result has been that while the values of young animals in other parts of Canada remain the same as in previous seasons, the Yukon stock has dropped to about a quarter of the former prices. A silver-gray pup now sells for $150 to $250, whereas formerly the price would have been $800 to $1,000.

The working of the new law is that fox farmers now have to hold the animals for a much longer period than heretofore. The majority of the young foxes are taken by the Indians and they are not prepared to keep them for any length of time. For quick money they turn them over to the farmers. Now there is no opportunity for outsiders to buy for immediate exportation.

The number of foxes in the Southern Yukon at the present time is about three hundred and of these fifty per cent. are crossed with the remainder blacks and silver grays. There has been no disease amongst the animals this season as compared with the Fall and Summer of 1913 when about half of the foxes in captivity died.

Spring Prices Perplexing to the Shoe Merchant

Will They Go Up or Remain Stationary? — General Rise Not Likely, Though Highest Grades May Advance—Dealers Prefer Half a Loaf to no Bread, and Decreased Profits to None.

THE heads of the larger retail shoe departments and exclusive shoe stores frankly admit that they are in a quandary. If this year were like others that have gone before, the prices for Spring would be definitely known by now. The dealer, quoted a price by the manufacturer, is able to tell what his own price on the stock will be. But this year of 1914 is not an ordinary year. When nations go to war they show a heartless indifference to the leather market.

Canadian dealers who are trying to decide on their Spring schedule of prices are finding the "deep blue sea" as one of two choices. One basic fact is apparent to all of them. Leather has undoubtedly risen steadily in price. As a certainty, it is to be observed that the rise in prices is by no means a thing of the past. Leather is still going up, and is likely to keep on. One dealer quite seriously ventured the opinion that the public, in a year's time, would not be using leather as footwear at all, because prices are likely to become prohibitive except to the monied man. One wonders if we are coming to sabots! At any rate, one of our allied nations manages to cover the ground with wooden shoes, although no one could declare them either a thing of beauty or a joy for ever.

Prices Lower Than Ever.

Leather has gone up. What will the retailer do? So far, he has not made any alteration in his prices. Shoes were never as cheap in Canada as they are at present. Practically every big merchant has had a sale and sold first-class stock at comparatively low figures. But the Spring schedule is being discussed. What of prices next Spring?

Hard to Raise Prices.

Some dealers claim that they need not —and would not—put up their prices for the reason that their orders, given before the outbreak of the war in Europe, were placed at a before-war figure. This is particularly true of the older and bigger firms whose prices are fixed and whose goods have become known to the public as "So-and-So's $5 Shoe," or whatever the price may be. But these dealers feel that even if the price to them from the manufacturer were to be more and in most cases it is already anywhere from ten to thirty cents more, they would not get away with a higher retail price. The public is conservative when it suits the public's pocket so to be. The man or the housewife who for years has bought footwear of a certain name, and at a certain price—both as unchangeable as the law of the Medes and Persians—would not pay more for that same line of footwear. Rather, it is felt, they would shop elsewhere.

Higher Prices Likely to Advance.

So it seems probable that this class of dealer will rather bear the decreased margin of profit that occurs by reason of his keeping his price stationary, though he himself buys at a higher figure, than put up his retail price and trust the public to pay it. This will apply largely to the middle and cheaper grade of shoes. As to the more expensive, it seems probable that the price will be raised. The man who pays seven or eight dollars for his shoes will not find an extra fifty cents as much of a bugbear as he who buys a $3.50 or $4 shoe. Better grade stock will be higher priced this Spring.

Generally speaking, the dealer who was overstocked in anticipation of a good Winter trade, on the principle that half a loaf is better than none, will cut his price and retain the public's half-loaf. The opinion is expressed in several quarters that, if this is done, the grade of leather will not be so good. The retailer will not be able to pay as high prices to the manufacturer, and to break even, will buy a shoe of cheaper material. There are thus three possibilities. One, much decreased profits; two, considerably less business, and three, a volume of business more or less the same, but depending for its existence upon the fact that the public is not getting as good value for its money.

Business is reported fair. The merchants are agreed that the actual amount of their sales is considerably less than before the war started. But it is an ill wind that blows nobody good. People who generally bought a pair of shoes every three months now make each pair last six, by having them repaired. The repair men are busy. The business man who flung his shoes away as soon as they showed any signs of wear now thinks twice, and sends them to the repairers. Shakespeare's character who said, "Truly, all that I live by is with the awl," is thus reaping a harvest at the expense of the shoe dealers.

There is, latterly, one factor which will have an influence on business generally and decisions as to Spring prices: the probability of an earlier termination to the war than was believed possible in its earlier stages is effective in persuading the dealer that if he has to keep his price where it is and be content with decreased profits, it will not be for long. A rush of business at once immediate and large is looked for and confidently predicted just as soon as the war ends. And, on that account, several dealers feel that they would be wise in accepting smaller profits for the time being. Some of them are in the curious position of doing much larger turnover this year, and yet getting considerably reduced profits.

THE UBIQUITOUS SPAT!

Styles in footwear, like styles in any other sort of wear, move round in a regular orbit. "Keep a thing for twenty years and it will come in," may be hackneyed, but it is none the less true.

Instance—the spat. Spats are in again. Everybody is buying spats. Time was, a couple of years ago, a pair of spats seen approaching caused all sorts of comment. Not so now! Heretofore, they have been regarded as peculiarly English, but New York and the States generally have imported spats as they have imported styles in suits and headgear. The spat, from being the sign of the ultra smart has become very popular with the average well dressed man on this side of the ocean. The spat has at last become ubiquitous: for women and men.

Dealers report an ever-increasing trade in this "finishing touch of a well dressed man and woman. One merchant said that in his opinion the reason was that this being war time economy had become the universal watchword, and by using spats the defects of old shoes were well concealed.

SHOE MEN TO MEET IN NEW YORK.

Two important gatherings to the shoe trade will be held in New York the second week of January, and in both cases at the Hotel Astor. The first will be on January 11th and 12th, the Fourth Annual Convention of the National Shoe Retailers' Association. An interesting subject to be discussed will be the effect of the war on the supply of raw material by Mr. Richard Young of New York. On January 13th the National Boot and Shoe Manufacturers' Association will meet.

The Clerk as a Factor in Sales and Buying Records

Simple Methods Employed in Stores at Oshawa and Cobourg by Which Sales People Assist the Office in Making Monthly Records From Daily Reports and the Buyer in Keeping in Touch With State of Stocks.

By Staff Correspondent.

THE modern merchant who keeps abreast of the times recognizes the more important part which is being played in business every day by the establishment of business systems. He cannot but appreciate the advantages of recorded knowledge of what is going on in his store. But he is brought face to face with the problem of applying these modern methods to his own needs.

In the retail stores of the average Ontario town, what would appear a trifling expense to the large city establishment looms as very important relative to the turnover and profits. The merchant who seeks to systematize his business must consider what it is going to cost. Any thing which is so elaborate as to mean the employment of additional help is not likely to meet with favor; the benefits may be material, but they might easily be outweighed by the expense.

What the average town merchant is seeking is not so much a system which will give him more information about his business at additional cost as to simplify the methods of getting at essentials. The system referred to here appears to be one which is simple and practical, and it has been used to good advantage by Scougale Brothers in their store at Colborne, Ont., and and in the new establishment of Scougales which occupies the old Clarke store in Cobourg, Ont.

The Scougale system was particularly designed for a store doing a general business with the farming community and taking produce in exchange for merchandise, but it can be successfully adapted to other conditions by the elimination of certain columns; in fact, being used and, because this is only a straight dry goods business, certain columns are ignored.

The idea upon which the system is based is keeping record of transactions through the clerks—not only is there a record of what the different clerks are showing in the way of sales, but from the statements prepared there is a general record of the business of the store from which a monthly merchandise statement can be compiled.

Clerk Makes Daily Report.

The system is worked through the different salespeople making daily reports. These reports can be made in a very brief space of time. An idea of the report forms is given in connection. They are just slips about four by five inches on cheap paper, and are filled in from the counter books of the clerks to show the cash sales, amount paid on account, amount paid out for goods which may be returned, amount of sales charged to account, goods let out on approval and returned; also where desired there is a record of produce taken and goods given on account thereof.

Monthly Report Compiled.

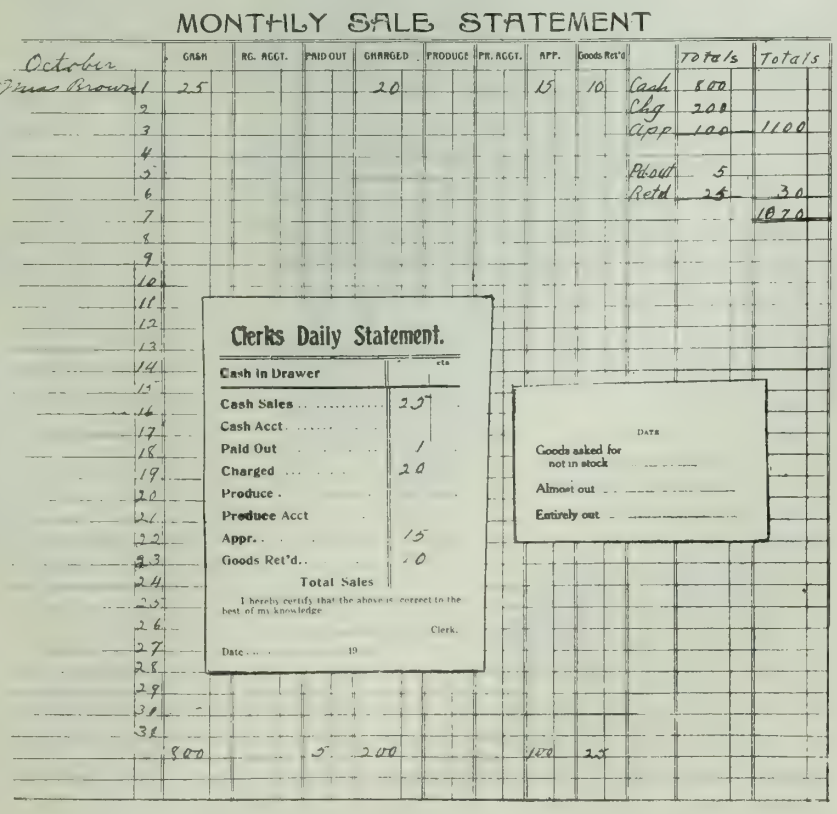
From these daily reports there is a monthly statement compiled giving the daily records of each clerk. The sheet shown has a line for each day of the month. One day's entries are made in accordance with the transactions of the clerk, as shown on the daily report sent in. At the end of the month the debits and credits are totaled and the difference shows the sales record of the clerk for the period covered. A general statement can then be prepared for the whole store.

This system will be found of great benefit to the merchant who gives his business close personal attention rather than departmentalising—and in many cases the extent of the turnover does not warrant the latter. It has the advantage of giving a complete record of sales, and this by reduction of profits figured on a fair basis will give stock turned over and its relation to the stock on hand at the first of the month. By keeping track of sales throughout the year and of stock purchases made there is a pretty safe gauge for judging the volume of business being done.

Memos for the Buyer.

In the store of Miller & Sons, Oshawa, Ont., there is a simple method employed by which the salespeople aid in buying. This is another establishment where the different departments are not handled separately except that an individual check is kept upon the ready-to-wear section. Geo. Miller, the manager of the store, does his buying by keeping closely in touch with his stocks, and in this he has secured the co-operation of the clerks by a very simple system.

Each clerk carries a small pad of memos upon which buying needs can be recorded. Here there is a note made of a line that has been sold out, of a line that is running short, or of goods which may be asked for and which are not in stock. One of these memorandum blanks is shown.



MENS CLOTHING AND FURNISHINGS

DECEMBER, 1914

Retailers and Compensation

WOULD it be to the advantage of the dry goods merchant to come under the operation of the Workmen's Compensation Act, or is it preferable to remain outside as he has been left by the new Board? The question is not an aimless one, inasmuch as the present legislation which excludes "a wholesale and retail business" is liable to be reconsidered after the Act gets firmly established on a working basis. For this reason, chiefly, the main details of the Act as interpreted by the Board have been presented in this issue.

The principle underlying any co-operative legislation of this character is that it is advisable to guarantee a fair compensation to workmen, or in the event of death to their survivors, for injuries received in connection with such occupations as involve more or less hazard. The Provincial Government, with a contribution of $100,000 a year, becomes a shareholder in and manging director of a mutual insurance company, wherein every manufacturer and other members, are compelled to contribute a certain percentage of the salaries of all employees into a central fund from which disbursements are made. The advantage to the employer is that he avoids by periodic contributions, a sudden heavy demand, while the workman is saved the element of costly and doubtful litigation and automatically receives compensation.

For those who are not under Part I of the Act as outlined above, but under Part 2, it is provided that the employer's liability is extended. Under the old law when an employee was injured he was not entitled to compensation if personal negligence was proved; under Part 2 personal negligence may reduce damages but it is no longer a "bar to recovery." Thus it may be concluded that the employer will be held liable for injuries received in a much larger proportion of cases than before. This larger liability for the retail merchant applies to watchmen, caretakers, delivery men; in fact to all who are not engaged in clerical work and exempt from the hazards of the business. However for most dry goods stores, the "clerical" staff, which The Review was informed officially was intended to include sales clerks, averages over 90 per cent. of the whole staff so that for these the liability is not increased over the old law.

One special provision is that all those engaged in connection with passenger and freight elevators must come under Part 1 of the Act and an annual assessment be paid for them, in every business.

As time goes on the retailer will be able to figure out fairly definitely whether for the few cases of injury for which he is held liable, it would pay him to substitute a small annual assessment on all his staff, clerks included. At present from the financial standpoint at least it would appear that he is better off as it is.

Show Cards Made Easy.

READERS of The Review can confidently look forward to a splendid series of articles on card-writing which we announce in this issue. This will be a "Show-Card-Made-Easy" course. R. T. D. Edwards, the writer of the series, has given his best endeavors to make this the simplest course that has ever been presented to the readers of any business paper in Canada. He has cut out what he terms the "red-tape" in card-writing and has got right down to business from the drop of the hat. The lessons will be so prepared that the student will be writing cards from the commencement of his studies.

Mr. Edwards is himself one of the best card-writers in the Dominion. Last year he distinguished himself at the convention of the Canadian Window Trimmers' Association by winning first prize with a series of finely written cards. The first article will appear in the first issue of the New Year.

Five Healthy Maxims

A SECTION of the Canadian Credit Men's Association has sent circulars to the retail trade suggesting lines of policy in five directions that it appeared advisable for them to follow. These were: (1) Prompt collection of all accounts due; (2) Limitation of credit except to those who pay promptly; (3) Exercise of care in buying and the avoidance of being overstocked; (4) Keeping the stock insured; (5) Arranging promptly for maturing bills. These are the best of maxims at every season when business must be sought for, or when it seems to come to him who waits.

HARD WORK is a good thing for a man. It keeps him on edge and enables him to get farther along on the road of achievement than he would ever have gone without the incentive of continual effort.

A Statement From a Farmer

THE following communication has been reprinted from an American farm journal. A farmer who secured his start in life through credit extended by the local merchant was lured into the habit of sending his money to the mail order houses. He now regrets his action in neglecting the local merchant, and incidentally his own interests. Mail order houses have secured a much firmer foothold in the United States than they have in Canada. Their influence in this country is growing rapidly and retailers have to constantly guard against this class of competition. Although the old fallacy that goods can be bought out of town cheaper has long ago exploded there are still thousands of people, especially farmers, who send their money to the mail order houses, thus depreciating the value and importance of the Home Community.

EDITOR, Farm Journal: We farmers need awakening to the fact that we have unmistakably reached the period where we must think and plan. I am one of the slow German farmers that had to be shown, and I am now giving my experience that others may profit, for knowledge at the school of experience is more expensive now than ten years ago.

Twenty-nine years ago I began my farm career. I had an old team and fifty dollars. Our furniture was mostly home-made—chairs, cupboards and lounge made from drygoods boxes, neatly covered with ten-cent cretonne by my girl wife. We rented eighty acres. Being a boy of good habits I got all needed machinery and groceries of our home merchants on credit, until fall crops were sold. The first year was a wet season and I didn't make enough to pay creditors. I went to each on date of promise and explained conditions, paying as much to each as possible, and they all carried the balance over another year. They continued to accommodate me until I was able to buy a forty-acre piece of my own.

As soon as I owned these few acres the mail-order houses began sending me catalogs, and gradually I began sending my loose change to them, letting my accounts stand in my home town, where I had gotten my accommodation when I needed it.

We then had one of the thriftiest little villages in the state—good line of business in all branches, merchants who were willing to help an honest fellow over a bad year, and a town full of people who came twice a week to trade and visit. Our little country town supported a library, high school, band, ball team, and we had big celebrations every year. A farm near a live town soon doubles in value. I sold my forty acres at a big advance and bought an eighty, gradually adding to it until I had two hundred acres of the best land. I then felt no need of asking favors, and found it easy to patronize mail order agents that came almost weekly to our door. I regret to say that I was the first in the country to make up a neighborhood bill and send it to a mail order house. Though we got bit every once in a while, we got in the habit of sending away for stuff.

Those cities we help to build return no favors. Then take our money but offer no credit in time of need.

Gradually our merchants lessened their stock of goods — for lack of patronage. Finally we began to realize that if we needed a bolt quickly for machinery, or clothing for sickness or death, we had to wait and send away for it, which wasn't so pleasant. One by one our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down; our business houses are "tacky" in appearance, a number are empty, our schools, churches and walks are going down, we have no band, no library nor ball team. There is no business done in the town, and therefore no taxes to keep things up. Hotel is closed, for lack of travel. Go down to the depot when the freight pulls in and you see the sequel in mail order packages.

Nine years ago my farm was worth one hundred and ninety-five dollars an acre; to-day I'd have a hard matter to sell it at one hundred and sixty-seven dollars an acre. It is "too far from a live town"—so every farmer has said that wants to buy. He buys a place near schools and churches, where his children can have advantages. I have awakened to the fact that in helping to pull the town down, it has cost me $5,600 in nine years. Like the majority of farmers, I didn't figure far enough ahead.

This sort of business means the doing away with country towns. What will it mean to farmers to have only a few large cities at a distance of five hundred to a thousand miles?

What are we going to do with our children who are demanding even better advantage than we had?

Those cities we help to build return no favors; they take our money but offer no credit in time of need. If we want high schools, etc., we must raise the money and build near our farm homes, or send our boys and girls to the cities at great expense, amidst temptations of which the farm has no equal. Neither am I the only awakening farmer. These mail order agents that come to our homes every week are becoming a nuisance and making it unsafe to leave women and children alone on the farm. With farm cordiality we take these strangers into our homes, often as one of the family, and we are sometimes paid in having them entice our girls to the city.

These are some facts that need consideration, and I have decided that the safest proposition all around, is for the country people to look after their own interests, and build up their own country towns that bring value to their farms. Let those who want to patronize the city mail order houses go there to live, getting their living where they give their patronage. The remainder of my life will be given to building up the home town that I helped to pull down. Brother farmers, you can take my advice or get your knowledge the way I got mine.

Retailers' Relations to New Compensation Act

They Are Excluded from Part 1, Which Compels an Assessment for Every Employee—Liability for Injuries to Sales Clerks Same as Under Old Act—For Other Employees Liability Increased—Must Pay Assessment for All Elevator Men.

From staff interviews with members of the Compensation Board.

WITH the late announcement in the Ontario Gazette of a series of regulations approved by the Board, and passed by an Order-in-Council of the Provincial Cabinet, the working out of the Workmen's Compensation Act begins to assume more definite shape. In this article an effort is made to present to the retail merchants the main features of the Act, and, in more detail, its provisions as it applies to them directly. These are the more important, as it is understood to be the wish of the Board to include all establishments at some future date in the active control of the Board, and in that case it would be well for the retail merchants to have a clear understanding of the Act as it now stands upon the statute book, and also to follow its operations in order that they may be able, if the time comes for a decision, to reach an intelligent conclusion as to their future attitude.

Retailers Not Included.

The most important feature probably of the new regulation, is that they make it clear, once and for all, that wholesale and retail mercantile business establishments are excluded from the active operation of the Act. That is to say, that the employees of retail and wholesale stores are not included in the classes for which the employer is compelled to pay an annual percentage of the wages, and out of which lump sum the Compensation Board will pay out the specified amount in case of injury. So far as employees of retail stores are concerned, therefore, the position remains, with one exception, pretty much as it was before, and in case of damages the store will not be the arbiter, but the case must either be settled as between employer and employee, or come befor the court as an ordinary action. In other words, retail as well as wholesale establishments come under Part 2 of the Act.

Comes Into Effect Next Year.

The Workmen's Compensation Act of Ontario was passed in the 1914 session of the Legislature, after an extended investigation by Sir Wm. Meredith. It covers the question of compensation for accidents happening to workmen in the course of their employment, and will be brought into effect at the beginning of the year 1915. The part of the Act to be administered by the Board is called Part 1. This does not apply to all employment, but includes a very large number of industries, chief among them, manufacturing, building, lumbering, mining, transportation, navigation, the operation of public utilities, etc.

In the case of all employees in industries in Schedule 1 the Board levies an assessment and collects an accident fund, out of which the compensation to workmen is to be paid, and employers are not individually liable to pay this compensation. In the case of Part 2, the employers do not pay into the general fund, but are individually liable to pay a compensation when an accident occurs.

The compensation for the injury is on a much wider basis than under the old Act. And it is not decided, to nearly the extent it was, by the question of negligence or absence of negligence on the part of employer or workman. The only places where compensation is not payable, providing the accident arises out of and in the course of the employment are (1) where the disability lasts less than seven days, (2) where the accident is attributed solely to the "serious and wilful misconduct of the workmen and does not result in lasting or serious disablement."

It is also provided that there can be no agreement to forego the benefits of the Act, and that no part of the amount payable to the accident fund by the employer is chargeable against the workman, nor can the compensation be assigned, charged or attached except with the approval of the Board. It is also provided that the employer himself may be carried on the list, at a reasonable salary, not exceeding $2,000 per annum, and compensation may be paid for out of the general fund, like the case of an ordinary workman.

It is understood, of course, that compensation under the Act prevents further acts under the common law for the same injuries.

The scale of compensation is given elsewhere in this article, and it is an important feature of the new system that the money is payable periodically rather than in a lump sum, and as a rule it continues during disability or during life, as the case may be. It is also provided that where the impairment of earning capacity does not exceed 10 per cent., the compensation is fixed by the board in a lump sum, unless the board think it is not to the advantage of the workman to do so. In all other cases the board may fix the compensation at a lump sum if it sees fit.

The general division of the operations of the Act includes No. 1, which requires all question as to the right of the compensation and the amount to be determined by the Board and its officers instead of in the court. The employer is required to notify the Board within

THE R.M.A. STAND ON EXCLUSION.

The Retail Merchants' Association, Ontario Branch, opposed the inclusion of the retail trade under the Workmens' Compensation Act on the present time retailers could secure accident insurance on employees from insurance companies at a very low rate. At the same time, the Association states, the retailer need only insure those employes whom he thinks are liable to injury and can omit the others. This means that whereas if the retailer had been included in the Act he would have had to pay a premium for every employe, he now by obtaining insurance from existing insurance companies has only to pay for those he wishes to insure against accident. While it is, of course, impossible to say at this early date the basis of the premiums under the new Act, the Retail Merchants' Association felt that it would not be to the advantage of the retailer to be under it.

Another consideration was that if the retailers had been included, they would have been compelled to insure every employe, where as now it is optional. They felt it would be a stroke against the freedom they now enjoy.

three days of any accident happening to a workman in his employ. A workman, on his part, must give notice of the accident to the employer as soon as possible, and must make claim for compensation within six months.

The Old and the New.

There are several important points in which the new law differs from the old. Under the old law any workman had no right to recover anything unless the negligence of the employer could be proved. If he was himself guilty of negligence which contributed to the accident, he could not recover any damages. If, further, he was injured by the negligence of a fellow workman, he was barred from recovery. Moreover, if he was presumed to have voluntarily assumed the risks of the employment, he was also barred from recovery.

The new law allows none of these bars to hold. The theory is that where a workman it injured, his own misfortune or the needs of his widow or children are none the less because he or someone else was or was not to blame. He can recover or his dependents can recover, irrespective of negligence or any other circumstance, such as before mentioned, except that the accident must not be attributable solely to his own "serious and wilful misconduct." Even in this last mentioned case he or his dependents will still be entitled to recover if the accident results in serious disablement or death.

More Equitable Damages.

The other great advantage of the new law for the employee is that formerly a lump sum of damages was fixed by the jury or judge, and like ordinary punishment, varied greatly in different cases. Under the new law there is more equitable rule, because all of these amounts are fixed in advance, and apply to all cases.

The advantage of the periodic sum over the lump sum payment is obvious, as frequently damages recovered by a widow or children have been badly invested at one time or otherwise lost, and probably they would be dependent in the end.

Another advantage is the prevention of action in law. These frequently lasted a long time, and very often they were appealed by the employer to take them from one court to another, causing heavy expenses and frequently deterring the employee who had a good case from entering action at all.

The method of operating the Act is to require all employers in the industries quoted in schedule one to send to the Board a statement of the amount of wages paid, and expected to be paid by them, for their individual employees.

SCALE OF COMPENSATION.

If the accident results in death and the workman leaves a widow but no children, the widow is entitled to a monthly payment of $20 *a month.*

If he leaves a widow and children the payment to the widow is $20 *a month and* $5 *a month for each child under* 16 *years of age, not exceeding* $40 *in all.*

If he leaves children only, the payment is $10 *a month for each child under* 16, *not exceeding* $40 *in all.*

If the workman was under 21 *years of age and his dependents are his parents or one of them, such parents or parent will be entitled to* $20 *a month until the workman would have become* 21 *years of age, or for such longer time as the Board may determine.*

In the case of other dependents they are entitled to a sum reasonable and proportionate to the pecuniary loss occasioned to them by the workman's death, as determined by the Board.

The necessary expenses of burial $75, *are also in all cases to be paid.*

All the above is governed, however, by the provision that in no case is the compensation to exceed 55% *of the workman's earnings in the employment; and all provisions for compensation are subject to the proviso that no salary or wages of a workman shall be reckoned at more than* $2,000 *a year.*

In the case of a widow who marries again the periodical payment ceases on her marriage, but she is entitled within a month after her marriage to a lump sum equal to two years' payments.

Where the accident results in total disability of the workman, he is entitled during the continuance of the disability, whether for life or temporarily, to a weekly or monthly payment equal to 55% *of his earnings in the employment. Where the workman is only partially disabled he is entitled to* 55% *of the impairment of his earning capacity.*

There are many classes of industries, and out of the assessment received for each class are paid the damages for injuries to employees of that class. Each class must stand by itself. Provision is made for compelling the payment of compensation by having judgment entered in the County or District Court, or otherwise.

If after a year or period of years it was found that the payment entered upon by any particular class exceeds the requirements for payment out for injuries, the rate will be reduced from time to time.

Exclusively Retail Business.

An important ruling as announced in the Ontario Gazette relates to industries that are carried incidentally in connection with exclusively retail businesses; for instance, in men's and women's clothing, whitewear, skirts, collars, corsets, hats and caps, furs or robes.

These firms are excluded from the operation of the Act. Where the carrying on of this business is a manufacturing industry it is included in the operation in Part One of the Act.

Among other industries carried on and part of and in immediate connection for the purpose of an exclusively retail business which are excluded from the operation of Part 1, are watch, clock and jewelry making and repairing; boot and shoe making and repairing, harness making and repairing, business of an optician, tinsmithing and tinsmith repairing, paper cutting, drug maufacturing, coffee grinding, etc.

Connected With Retail Business.

Certain industries which may be said to stand by themselves are excluded where less than six workmen are usually employed, among these being, manufacturers of cheese or butter, the construction or operation of telephone lines or works, the manufacture of artificial limbs, power laundries, dyeing, cleaning or bleaching establishments; the operation of threshing machines, etc.; manufacturers of feathers or artificial flowers, confectioners, etc.

Another clause which relates to "side lines" carried on in retail establishments provides that where less than four workmen are usually employed some industries are withdrawn from Part 1, where they would ordinarily be included, such as machine shops, repair shops, tinsmith shops, blacksmith shop, cabinet work, upholstering, picture framing, etc.

Part 2 of the Act, it has been stated, includes establishments such as retail and wholesale businesses in which the employers are not required to furnish a list of employees, and pay so much

(Continued on next page.)

No Radical Change in Rubber Prices

General Situation Somewhat Improved, as Embargo Will Not Likely Affect Canada – Rubber Heels Likely to be Stronger Than Ever.

THE demand for rubbers during the month of November was much better than a year ago, and was due principally to the fact that sloppy weather made an early appearance. There are some people who believe that present conditions will have a good effect on business this year; that people will be more liberal in their rubber purchases in order to avoid spending money on shoe leather.

Dealers went easy on their rubber purchases made last March, and were not too anxious to place sorting orders in September. They were a little afraid that, as a year ago, the weather might turn out "good," and stocks would be left on their hands. The result was that as soon as snow fell (which it did heavily, all over Eastern Canada, about the midde of November), manufacturers were inundated with telegraph orders insisting that supplies reach them the following morning.

Retailers are carrying very light stocks, and the manufacturer, who is also dependent on the weather, has taken care not to overload. While they have stocks sufficient to take care of the regular trade under normal conditions, if the weather severe, it will be necessary for manufacturers to work overtime. Prices when placing orders were being solicited in March were considerably below those of a year ago. For sorting orders, prices are up to where they were last year.

Embargo on Rubber.

It is reported that Great Britain has placed an embargo on crude rubber, which covers rubber originating in British colonies, such as Ceylon and the Straits Settlements. The object of this is to prevent manufactured rubber being sent to the enemy. It is hardly likely that the British Government will prohibit the exportation of rubber to Canada, but it is very likely that the exportation of rubber from Canada will be prohibited. This will undoubtedly have an effect on the price of American goods. The United States will be compelled to secure rubber supplies from Brazil, which means higher prices. However, as it takes about eighteen months for crude rubber to find its way into the retail store in the form of footwear, it is hardly likely that any radical price change will take place in Canada just now.

Rubber heels are being worn more than ever before. Also, rubber sole boots are meeting with considerable favor this Winter. Owing to the shortage of leather, something must be done to offset the poor leather that is likely to go into soles. Certain manufacturers have succeeded in making a rubber sole which will out-wear leather.

The outlook for next year is more promising. It is indicated by the fact that placing orders for outing and sporting shoes for delivery next Spring are 40 to 50 per cent. higher than they were last year.

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RETAILERS' RELATION TO WORKMEN'S COMPENSATION ACT.

(Continued from page 73.)

per annum on their salaries to a common fund for this, and have injuries to their employees paid out of this common fund. Here the arrangement stands as it did under the old Act, by which injuries to employees, the amount to be assessed shall be determined between employer and employee, or by the court as before. The Board itself has little jurisdiction over the Part 2 of the Act.

Where then does the retail merchant come in?

Retailers' Clerks Same as Before.

The most important point to notice is that so far as nearly all his employees are concerned, he stands in exactly the same relation as he did before the Act was passed. If one of his clerks, either one employed in the business office or a salesman, is injured in his employ, he is liable to damages if he, the employer, was guilty of negligence, but if it was a case of negligence on the part of the employee this constiutes a bar, as it was before, to the recovery of damages.

The clause referring to this class of labor reads: "**Persons engaged in clerical work, and not exposed to the hazards incident to the nature of the work carried on in the employment.**"

For Elevator Men.

On the other hand, there is a greater liability than before for other employees, such as the night watchman, the elevator men, delivery men, etc. In their case a special provision gives the employee a greater opportunity to recover damages than before, because it takes away from the employer the defence which he once had, by showing contributory negligence on the part of the employee. Under the new regulation, contributory negligence on the part of such employees will be a ground for reduction of damages, but not a bar to recovery. In this case the liability of the employer is increased.

Along with those engaged in clerical work, however, which are exempt from this provision, the law also includes farm laborers, domestic servants, and outworkers. This particular class would include delivery men, who are not directly in the employ of the firm, but who, for instance, are engaged by the firm at so much to do their work. These are among the staff known as "outworkers."

Another important clause should be noticed. In the case of all engaged in the operation of passenger or freight elevators whether it be in a building connected with an industry or a warehouse or shop or office or other building, all are brought under the operation of Part One, and the employer is required to furnish the names of all those who may be engaged in the operation of the elevator to the Board, and to pay a certain percentage per year on their salaries. If an accident occurred and damages were assessed for the fault of the person not so reported, the employer would be liable for the full amount of the damages, which he would have to pay himself, and which would not be paid out of the common fund.

WHAT PERCENTAGE.

In some cases where the risk of injury is small the payments it is understood will be "a mere bagatelle." In one case—so far as the schedule is arranged — where New York charges 4.15 *per cent., the Ontario rate is only* 2 *p.c.; in another New York's is* 1.17 *p.c., and Ontario's only* .8 *p.c. For the retail staff, if they were included, it would be much less even than* .8 *per cent.*

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Ephrem L'Heureux has opened a new store for furs, hats and haberdashery at the corner Boulevard Langelier and St. Joseph Street, Montreal.

Ralph Ashcroft, advertising manager of the Canadian Consolidated Rubber Co., has been elected an honorary president of the Montreal Press and Advertising Club.

The Last Day of This Year

forms will go to press on the Annual Spring Number of Canada's necessary dry goods paper.

The information contained in this number will largely influence the buying for Spring.

Why not influence this buying your way by telling the buyers what you have to offer in this big practical number?

You had better arrange now for space if you desire good position.

"BLACK PRINCE"

The Workingman's Shirt of High Quality

The Black Prince is made of a fleece-back serge which is made specially for this shirt and confined to us by the manufacturers.

The Black Prince is the *only* shirt of this high quality.

The shirt is cut on big lines—plenty of length—long sleeves—roomy armholes—and the color is *fast black*—the color will not fade out, wash out, nor even boil out.

The Black Prince is the kind of shirt the workingman is glad to buy. The Black Prince has the *quality*—and it is *maintained*—the Black Prince label identifies the best in workingmen's shirts.

Ask your wholesaler for prices and samples.

The Canadian Converters' Co. Limited.
Montreal